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AMERICAN RADIO

WINTER 1989 SUPPLEMENT

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INTRODUCTION

I am pleased to present the third edition of American Radio - Winter 1989 Supplement. This book is designed to supplement the primary editions of American Radio by providing updated summaries of the 76 markets which Aribtron and Birch survey on a quarterly basis.

The "Winter Supplement" is issued every May.

Your support of my work is sincerely appreciated. Please feel free to make comments or suggestions at any time. I urge you to do so. I can be reached at this address:

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Every effort has been made to make this book as accurate as is humanly possible - well, this human, anyway. However, we are responsible for errors only to the extent that subscribers will be notified if such action in justified.

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ALBANY-SCHENECTEDY-TROY

Arbitron Rank/Pop (12+): 54/721,000
MSA Rank/Pop: 60/848,100
ADI # 50
Average Person Ratings: 18.6
Market TSL: 24.55 hours

Stations: 26/24
Diaries: 1039/694:1/56.7%
Sample Target: 1060
% Below Line: 0.8
% Not Listed: 11.4

1988 Revenue: $20,000,000
HH Inc.: $35,494
Retail $: 6.0 Bil
Pop per Station: 30,041
#1 Biller: WGY $3,800,000

12+ METRO		1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WGNA-AF	(C)	144/10.8	8.4	5.8	5.3	6.5	7.6	252/2640	1455/21.2	15.9	14.0	118	9.0	96	939	WGNA-AF
2. WROW-F	(EZ)	133/ 9.9	10.7	8.5	11.5	10.7	10.1	179/1624	1251/17.4	18.3	16.8	71	6.3	72	805	WROW-F
3. WGY	(MOR)	125/ 9.3	8.9	10.6	10.0	11.8	9.7	192/2656	1767/24.5	22.6	30.0	97	8.9	102	1549	WGY
4. WPYX-F	(AOR)	119/ 8.9	10.6	11.7	12.4	11.3	10.9	204/2633	1677/23.3	24.2	23.1	137	14.8	171	1834	WPYX-F
5. WFLY-F	(CHR)	115/ 8.6	7.6	7.4	9.4	7.8	8.3	126/2018	1648/22.9	19.6	21.2	73	10.6	122	1566	WFLY-F
6. WKLI-F	(AC)	82/ 6.1	6.6	5.9	4.9	7.1	5.9	89/1210	1063/14.7	16.8	16.0	146	6.6	76	876	WKLI-F
7. WQBK-F	(AOR)	71/ 5.3	4.8	4.2	4.6	3.9	4.7	78/1191	1078/15.0	13.7	10.6	128	4.0	46	709	WQBK-F
8. WQBK	(N/T)	64/ 4.8	4.6	5.3	6.2	5.3	5.2	64/815	796/11.0	9.2	10.0	48	3.8	44	509	WQBK
9. WGY -F	(CHR)	54/ 4.0	5.0	4.9	4.4	6.8	4.6	91/1876	1234/17.1	19.6	20.4	80	6.3	72	1198	WGY -F
10. WTRY	(O)	49/ 3.6	3.7	5.5	5.5	5.1	4.6	49/715	715/ 9.9	11.8	14.4	158	3.6	41	502	WTRY
11. WABY	(BB)	32/ 2.4	2.5	4.0	2.7	2.3	2.9	32/400	400/ 5.5	4.5	4.7	50	1.6	19	244	WABY
12. WROW	(MOR)	28/ 2.1	2.2	1.9	2.7	3.1	2.2	35/674	513/ 7.1	6.9	7.7	43	1.3	15	253	WROW
WNYJ-F	(AC)	28/ 2.1	1.8	0.8	1.2	1.2	1.5	32/529	439/ 6.1	5.5	3.2	167	1.4	16	459	WNYJ-F

12+ FM SHARE (METRO): 69.92% (832 of 1190) (WIN 88: 57.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLY-F>>	1 WPYX-F	1 WPYX-F	1 WPYX-F	1 WGNA-AF<	1 W[illegible]W-F	1 WGY	1 WGNA-AF<	1 WGNA-AF	1 WGY	1 WGY
2 WGY -F>>	2 WFLY-F>	2 WGNA-AF<	2 WGNA-AF	2 WPYX-F>	2 WGY <	2 WPYX-F<	2 WROW-F	2 WROW-F<	2 WFLY-F>	2 WPTR <
3 WPYX-F>	3 WKLI-F	3 WFLY-F	3 WKLI-F	3 WGY <	3 WGNA-AF>	3 WGNA-AF	3 WPYX-F>	3 WFLY-F	3 WGNA-AF<	3 WGNA-F>>
4	4 WQBK-F	4 WKLI-F	4 WGY	4 WKLI-F	4 WQBK >	4 WFLY-F<	4 WKLI-F	4 WPYX-F	4 WROW-F	4 WPYX-F
5	5 WGNA-AF	5 WQBK-F	5 WQBK-F	5 WROW-F<	5 WKLI-F	5 WROW-F>	5 WFLY-F<	5 WKLI-F	5 WKLI-F	5 WQBK-F
6	6	6 WGY	6 WFLY-F	6 WQBK-F	6	6 WKLI-F	6 WGY	6 WGY	6 WPYX-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFLY-F>>	1 WFLY-F	1 WKLI-F	1 WKLI-F<	1 WGNA-AF<	1 WPYX-F	1 WPYX-F>>	1 WPYX-F>>	1 WPYX-F>	1 WPYX-F
2 WKLI-F	2 WKLI-F>	2 WFLY-F	2 WFLY-F>	2 WKLI-F	2 WFLY-F>	2 WFLY-F<	2 WQBK-F>	2 WGNA-AF	2 WGNA-AF>
3 WGY -F	3 WPYX-F	3 WPYX-F	3 WGNA-AF	3 WGY	3 WGNA-AF>	3 WQBK-F>	3 WFLY-F	3 WQBK-F	3 WQBK-F
4 WQBK-F	4 WGY -F	4 WGNA-AF>	4 WGY	4 WROW-F	4 WQBK-F	4 WGNA-AF	4 WTRY	4 WFLY-F	4 WGY
5 WPYX-F>	5 WGNA-AF	5 WGY	5 WPYX-F	5 WFLY-F	5 WKLI-F	5 WKLI-F>	WEQX-F	5 WKLI-F	5 WTRY
6	6 WQBK-F	6 WGY -F	6	6 WPYX-F	6 WVKZ-F	6 WTRY	6 WKLI-F	6 WTRY	6 WKLI-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCKL	560	Catskill	0.8/1.6
WCSS	1490	Amsterdam	1.4/1.8
WEQX-F	102.7	Manchester	1.3/3.6
WHAZ	1330	Troy	0.5/1.3
WHRL-F	103.1	Albany	1.4/5.0
WKOL-F	97.7	Amsterdam	0.6/1.9
WPTR	1540	Albany	1.0/5.9
WQQY-F	102.3	Saratoga spring	1.1/2.3
WSSV-F	101.3	Stillwater	0.4/1.1
WVKZ-F	96.7	Clifton Park/Al	1.4/6.1
WJIV-F	101.9	Cherry Valley	0.5/1.8
WJJR-F	98.1	Rutland	0.3/1.0

RADIO STATIONS

WABY, 1400, 1 KW	, NOSTALGIA	SMN,$ 16.00*	(Durpetti)	Premier
WGY , 810, 50 KW	, MOR	NBC,$115.00	(Eastman)	Empire State
WPTR, 1540, 50 KW (DA-1)	, NEWS/TALK	US 2,ABC-C,$ 40.00	(Katz)	
WQBK, 1300, 5 KW (DA-2)	, TALK	CBS,ABC-T,$ 40.00*	(HNWH)	
WROW, 590, 5 KW/1 KW (DA-2)	, MOR	ABC-I,$ 38.00*	(Christal)	Radio Terrace
WTRY, 980, 5 KW (DA-N)	, OLDIES	MBS,ABC-D,$ 52.00*	(Mc-Guild)	Merv Griffin
WFLY-F, 92.3, 13 KW @ 850	, CHR	ABC-C,$ 90.00	(Katz)	
WGY-F , 99.5, 14 KW @ 930	, CHR	SOURCE,$ 70.00	(Eastman)	Empire State
WGNA-F, 107.7, 13 KW @ 980	, COUNTRY	ABC-E,$ 60.00*	(Republic)	Barnstable
WHRL-F, 103.1, 1 KW @ 400	, BTFL/EZ (?)	MBS,$ 17.00	(---)	
WKLI-F, 100.9, 3 KW @ 300	, AC	US 1,$ 66.00*	(Durpetti)	Premier
WPYX-F, 106.5, 16 KW @ 910	, AOR	ABC-R,$ 83.00*	(Mc-Guild)	Merv Griffin
WQBK-F, 103.9, 3 KW @ 300	, CLASSIC AOR	CBS-R,$ 32.00*	(HNWH)	
WROW-F, 95.5, 12 KW @ 1020	, BTFL/EZ	,$ 61.00*	(Christal)	Radio Terrace

ALLENTOWN-BETHLEHEM

Arbitron Rank/Pop (12+): 61/567,100

MSA Rank/Pop: 73/665,100
Philadelphia ADI
Average Person Ratings: 18.7
Market TSL: 24.25 hours

Stations: 36/13
Diaries: 988/574:1/60.0%
Sample Target: 930
% Below Line: 17.5
% Not Listed: 7.9

1983 Revenue: $15,000,000
HH Inc.: $32,916
Retail $: 4.6 Bil
Pop per Station: 43,623
#1 Biller: WLEV-F $3,500,000

12+ METRO		1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WFMZ-F	(EZ)	155/14.6	16.0	13.4	12.6	12.3	14.1	175/1624	1390/24.5	24.3	20.9	71	8.9	85	895	WFMZ-F
2. WZZO-F	(AOR)	129/12.2	11.1	10.7	10.7	9.8	11.2	148/1661	1349/23.8	23.3	21.6	115	13.2	126	1386	WZZO-F
3. WLEV-F	(AC)	116/11.0	10.9	7.9	11.8	9.2	10.4	127/1619	1402/24.7	23.6	22.4	149	9.3	88	886	WLEV-F
4. WAEB-F	(CHR)	114/10.8	9.8	14.0	9.1	9.0	10.9	121/1824	1649/29.1	25.8	21.9	90	15.8	150	1708	WAEB-F
5. WQQQ-F	(CHR)	62/ 5.9	5.2	7.2	8.7	9.9	6.8	85/1600	1145/20.2	17.5	19.5	103	7.4	70	1098	WQQQ-F
6. WAEB	(AC)	49/ 4.6	6.3	5.6	5.2	6.2	5.4	49/748	730/12.9	13.5	16.5	111	4.4	42	595	WAEB
7. WKAP	(BB)	48/ 4.5	3.2	5.1	4.5	6.2	4.3	49/493	468/ 8.3	7.3	9.8	20	2.9	28	315	WKAP
8. WXKW	(C)	36/ 3.4	3.4	3.1	4.5	3.5	3.6	37/424	393/ 6.9	7.3	7.1	91	2.9	28	282	WXKW
9. WYSP-F	(AOR)	31/ 2.9	2.6	2.4	2.9	2.9	2.7	42/790	599/10.6	8.0	8.2	128	2.6	25	505	WYSP-F
WEST	(BB)	31/ 2.9	3.6	3.6	3.2	4.2	3.3	32/325	318/ 5.6	6.0	7.1	31	4.5	43	359	WEST

12+ FM SHARE (METRO): 74.67% (728 of 975) (WIN 88: 68.69%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAEB-F>>	1 WZZO-F>	1 WZZO-F	1 WLEV-F	1 WLEV-F	1 WFMZ-F>>	1 WFMZ-F	1 WFMZ-F	1 WFMZ-F	1 WZZO-F<	1 WFMZ-F
2 WQQQ-F>>	2 WAEB-F>	2 WLEV-F	2 WZZO-F>	2 WZZO-F>	2 WLEV-F>	2 WQQQ-F	2 WZZO-F	2 WZZO-F<	2 WAEB-F>	2 WZZO-F
3 WZZO-F	3 WLEV-F>	3 WAEB-F>>	3 WAEB-F>	3 WFMZ-F	3 WKAP	WLEV-F	3 WLEV-F	3 WAEB-F	3 WFMZ-F	WAEB-F>
4	4 WQQQ-F>	4 WQQQ-F	4 WFMZ-F	4 WAEB-F>	4 WAEB >	4 WZZO-F	4 WAEB-F>	4 WLEV-F>>	4 WQQQ-F	4 WLEV-F
5	5 WYSP-F	5 WFMZ-F	5 WQQQ-F	5 WQQQ-F	5 WZZO-F	5 WAEB-F	5 WKAP	5 WQQQ-F	5 WLEV-F	5 WAEB
6	6	6	6 WAEB	6 WAEB	WXKW	6 WAEB	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAEB-F	1 WAEB-F>	1 WAEB-F	1 WAEB-F<	1 WLEV-F	1 WZZO-F>>	1 WZZO-F>>	1 WZZO-F>>	1 WZZO-F>>	1 WZZO-F
2 WZZO-F>>	2 WZZO-F	2 WLEV-F	2 WLEV-F>	2 WFMZ-F	2 WAEB-F>>	2 WAEB-F	2 WLEV-F>	2 WLEV-F>	2 WLEV-F>>
3 WQQQ-F	3 WLEV-F>	3 WZZO-F>	3 WZZO-F	3 WAEB-F>	3 WLEV-F	3 WLEV-F>	3 WAEB-F	3 WAEB-F>	3 WFMZ-F
4 WLEV-F>>	4 WQQQ-F>	4 WFMZ-F	4 WFMZ-F	4 WZZO-F	4 WYSP-F>>	4 WYSP-F	4 WQQQ-F>	4 WYSP-F>	WAEB-F
5 WMMR-F	5 WFMZ-F	5 WQQQ-F	5 WQQQ-F	5 WQQQ-F	5 WQQQ-F	5 WQQQ-F	5 WYSP-F	5 WQQQ-F	5 WYSP-F
6	6	6	6 WAEB	WAEB	6	6	6	6	6 WQQQ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEEX	1230	Easton	2.0/5.6
WLSH	1410	Lansford	0.3/1.3
WRNJ	1000	Hackettstown	1.7/2.3
WYNS	1160	Lehighton	0.8/2.3
KYW	1060	Philadelphia	1.1/4.6
WABC	770	New York	0.6/2.5
WBYO-F	107.5	Boyertown	0.6/1.6
WEAZ-F	101.1	Philadelphia	1.2/3.4
WFIL	560	Philadelphia	0.4/1.8
WFLN-F	95.7	Philadelphia	0.5/1.7
WHTZ-F	100.3	Newark	0.4/1.0
WIOQ-F	102.1	Philadelphia	0.3/1.8
WKSZ-F	100.3	Media	0.3/2.1
WMGH-F	105.5	Tamaqua	0.5/1.9
WMGK-F	102.9	Philadelphia	0.7/2.5
WMMR-F	93.3	Philadelphia	1.6/5.2
WNNJ-F	103.7	Newton	0.3/1.0
WOGL-F	98.1	Philadelphia	1.2/3.6
WOR	710	New York	1.0/3.3
WPLJ-F	95.5	New York	0.4/1.7
WSBG-F	93.5	Stroudsburg	0.3/1.0
WSNI-F	104.5	Philadelphia	0.3/1.7
WUSL-F	98.9	Philadelphia	0.6/2.8
WWDB-F	96.5	Philadelphia	0.7/2.0
WXRK-F	92.3	New York	0.4/1.3
WXTU-F	92.5	Philadelphia	1.4/5.5

RADIO STATIONS

WAEB, 790, 1 KW , AC CBS,ABC-I, $ 30.00 (Katz) CRB
WEEX, 1230, 1 KW , TALK MBS,NBC-T, $ 17.00* (Eastman) Roth
WEST, 1400, 1 KW , NOSTALGIA CBS, $ 22.00* (Mc-Guild) Zimmerman
WKAP, 1320, 5 KW/1 KW (DA-2) , NOSTALGIA SMN,APR, $ 20.00 (Banner) Holt
WXKW, 1470, 5 KW (DA-2) , COUNTRY ABC-I,NBC, $ 16.00* (Republic)

WAEB-F, 104.1, 50 KW @ 500, CHR , $ 48.00* (Katz) CRB
WFMZ-F, 100.7, 13 KW @ 870, BTFL/EZ , $ 50.00* (Christal)
WLEV-F, 96.1, 50 KW @ 500, AC , $ 62.00* (Mc-Guild) Zimmerman
WQQQ-F, 99.9, 50 KW @ 450, CHR , $ 55.00* (Eastman) Roth
WZZO-F, 95.1, 12 KW @ 630, AOR , $ 59.00* (Banner) Holt
Other ranked stations - see Philadelphia

ATLANTA

Arbitron Rank/Pop (12+): 13/2,117,200

MSA Rank/Pop: 11/2,611,500
ADI # 12
Average Person Ratings: 18.2
Market TSL: 23.75 hours

Stations: 23/23
Diaries: 1926/1099:1/55.9%
Sample Target: 1690
% Below Line: 0.0
% Not Listed: 10.3

1983 Revenue: $107,000,000
HH Inc.: $36,517
Retail $: 23.0 Bil
Pop per Station: 92,052
#1 Biller: WAOK/WVEE-F $12,600,000

12+ METRO		1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WPCH-F	(EZ)	402/ 9.9	7.6	8.0	7.9	8.1	8.4	462/4886	4103/18.5	16.1	19.3	97	7.6	296	3183	WPCH-F
2. WSB -F	(AC)	373/ 9.2	10.4	9.9	8.0	8.4	9.4	426/5821	4922/22.2	23.6	21.1	134	8.1	316	4165	WSB -F
3. WAPW-F	(CHR)	359/ 8.9	7.8	5.5	5.8	5.4	7.0	457/5747	4528/20.4	16.6	15.7	45	9.0	351	3766	WAPW-F
4. WVEE-F	(B)	355/ 8.8	7.8	9.7	10.2	10.5	9.1	418/4523	3767/17.0	16.6	17.8	95	10.1	395	5022	WVEE-F
5. WKHX-F	(C)	312/ 7.7	6.4	5.8	6.6	7.8	6.6	417/4943	3615/16.3	12.8	16.2	109	8.0	314	3351	WKHX-F
6. WSB	(MOR)	259/ 6.4	7.4	7.3	7.4	7.1	7.1	278/433[illegible]	[illegible]93/17.5	20.0	17.4	87	5.3	207	3135	WSB
7. WKLS-F	(AOR)	257/ 6.4	8.3	10.1	9.9	7.9	8.7	357/506[illegible]	[illegible]6/17.5	17.5	18.1	97	11.2	440	3820	WKLS-F
8. WFOX-F	(AC)	214/ 5.3	4.2	4.1	4.8	4.3	4.6	303/4679	[illegible]8/15.2	15.0	13.0	138	6.3	245	3327	WFOX-F
9. WQXI-AF	(AC)	208/ 5.2	4.3	4.9	5.9	5.6	5.1	237/4245	3764/17.0	15.2	16.7	129	3.8	146	2912	WQXI-AF
10. WZGC-F	(CHR)	200/ 4.9	5.5	5.9	6.4	5.4	5.7	222/4358	3671/16.5	17.7	16.1	120	6.6	257	3918	WZGC-F
11. WYAY-F	(C)	178/ 4.4	5.8	5.7	5.4	5.7	5.3	287/3798	2477/11.2	12.4	11.9	105	5.1	201	2426	WYAY-F
12. WAOK	(B)	126/ 3.1	2.9	2.9	3.8	3.2	3.2	126/1376	1376/ 6.2	5.3	6.1	84	2.4	95	1161	WAOK
13. WEKS-F	(B)	112/ 2.8	2.4	2.9	2.5	3.2	2.7	143/2175	1835/ 8.3	8.2	9.5	68	2.7	107	2330	WEKS-F
14. WGST	(N/T)	101/ 2.5	2.5	3.5	3.5	3.5	3.0	101/1597	1582/ 7.1	8.7	9.4	68	2.4	95	1525	WGST
15. WPBD	(B)	53/ 1.3	1.2	1.1	0.0	0.0	0.9	53/681	681/ 3.1	3.0	0.0	131	1.8	70	1045	WPBD

12+ FM SHARE (METRO): 82.11% (2978 of 3627) (WIN 88: 81.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAPW-F>>	1 WVEE-F<	1 WSB -F	1 WSB -F>	1 WSB -F	1 WPCH-F>	1 WSB -F<	1 WPCH-F	1 WPCH-F	1 WAPW-F	1 WSB >>
2 WVEE-F>	2 WAPW-F<	2 WVEE-F	2 WVEE-F<	2 WPCH-F	2 WSB	2 WSB	2 WSB -F>	2 WSB -F	2 WVEE-F>	2 WVEE-F
3 WKLS-F>	3 WKLS-F	3 WAPW-F<	3 WPCH-F	3 WVEE-F	3 WKHX-F	3 WVEE-F	3 WKHX-F	3 WAPW-F	3 WKLS-F<	3 WKHX-F>>
4 WEKS-F	4 WSB -F	4 WKLS-F<	4 WKHX-F	WKHX-F	4 WSB -F>	4 WAPW-F	4 WVEE-F	4 WVEE-F	4 WPCH-F	4 WYAY-F
5	5 WZGC-F	5 WPCH-F<	WFOX-F	5 WFOX-F	5 WFOX-F	5 WPCH-F	5 WAPW-F<	5 WKHX-F	5 WSB <	WAPW-F
6	6 WQXI-AF	6 WKHX-F	6 WQXI-AF	6 WQXI-AF	6 WVEE-F	WKHX-F	6 WSB	6 WKLS-F	6 WSB -F	6 WSB -F
7	7 WKHX-F	7 WFOX-F<	7 WKLS-F<	7 WKLS-F<	7 WAOK	7 WQXI-AF	WKLS-F	7 WFOX-F<	7 WQXI-AF<	7 WKLS-F
8	8	8 WQXI-AF<	8 WZGC-F>	8 WZGC-F	8 WYAY-F	8	8 WZGC-F	8 WZGC-F	8 WKHX-F	WEKS-F<
9	9	9 WZGC-F	9	9 WSB	9 WQXI-AF	9	9	9	9	9 WPCH-F
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WAPW-F	1 WSB -F<	1 WSB -F	1 WSB -F	1 WSB -F
2 WVEE-F>	2 WVEE-F<	2 WQXI-AF	2 WPCH-F	2 WPCH-F>
3 WSB -F	3 WAPW-F	3 WVEE-F	3 WVEE-F	3 WKHX-F
4 WKLS-F	4 WQXI-AF>	4 WZGC-F	4 WAPW-F	4 WQXI-AF
5 WQXI-AF	5 WZGC-F<	5 WAPW-F	5 WQXI-AF	WVEE-F
WEKS-F	6 WKLS-F	6 WKLS-F	6 WKHX-F	6 WFOX-F
7 WKHX-F	7 WKHX-F<	7 WPCH-F	7 WZGC-F	7 WZGC-F
8	8 WPCH-F	8 WKHX-F<	WFOX-F	8 WSB <
	9 WEKS-F	9 WFOX-F	9	9 WAPW-F
10	10	10	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAPW-F>>	1 WKLS-F	1 WKLS-F	1 WKLS-F	1 WSB -F
2 WKLS-F>	2 WVEE-F<	2 WVEE-F<	2 WVEE-F<	2 WVEE-F<
3 WVEE-F>	3 WAPW-F	3 WSB -F>	3 WSB -F	3 WKHX-F
4 WEKS-F	4 WSB -F	4 WZGC-F>	4 WKHX-F	4 WKLS-F
5 WZGC-F>	5 WZGC-F>	5 WKHX-F	5 WFOX-F	5 WFOX-F>
6 WKHX-F	6 WKHX-F	6 WFOX-F	6 WAPW-F	6 WQXI-AF
7 WYAY-F	7 WFOX-F	7 WAPW-F	7 WZGC-F	WZGC-F<
8 WFOX-F	8 WYAY-F	8 WYAY-F	8 WQXI-AF	8 WSB <
9	9	9 WQXI-AF	9	9 WPCH-F
10	10	10	10	10

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAEC	860	Atlanta	0.4/0.5
WCHK-F	105.5	Canton	0.4/0.6
WCNN	680	No. Atlanta	0,6/3.9
WGKA	1190	Atlanta	0.6/1.1
WIGO	1340	Atlanta	0.4/1.7
WKHX	590	Atlanta	0.2/0.8
WXLL	1310	Decatur	0.4/0.7

RADIO STATIONS

AM STATIONS

WAEC,	860,	5 KW (DAYS)	, RELIGION		,$ 22.00	(Forus)	Forus
WAOK,	1380,	5 KW	, BLACK	NBN,NBC,	$ 60.00	(Mc-Guild)	Summit
WCNN,	680,	50 KW/10 KW (DA-1)	, NEWS/TALK	US 2,CNN,	$ 42.00	(HNWH)	
WGKA,	1190,	10 KW (DAYS)	, CLASSICAL		,$ 40.00	(CMBS)	
WGST,	920,	5 KW/1 KW	, NEWS/TALK	ABC-I,MBS,	$ 75.00	(Eastman)	Jacor
WGUN,	1010,	50 KW (DAYS)	, GOSPEL		,$ 21.00	(---)	Rivers
WIGO,	1340,	1 KW	, BLACK		,$ 45.00	(Roslin)	
WKHX,	590,	5 KW (DA-N)	, COUNTRY		,$ NA	(Republic)	Cap Cities/ABC
WQXI,	790,	5 KW/1 KW (DA-N)	, OLDIES		,$ NA	(Banner)	Jeff-Pilot
WSB ,	750,	50 KW	, MOR/TALK	APR,ABC-T,	$190.00	(Christal)	Cox
WYZE,	1480,	5 KW (DAYS)	, BLACK/GOSPEL		,$ 16.00	(---)	Buck

FM STATIONS

WAPW,	97.7,	100 KW @ 1000,	CHR		,$120.00	(Durpetti)	Susquehanna	
WEKS,	104.1,	60 KW @ 1220,	BLACK	CBS-R,	$ 70.00	(Durpetti)	Zapis	
WFOX,	97.1,	100 KW @ 1566,	OLDIES		,$135.00	(MMR)	Shamrock	(GAINESVILLE)
WKHX,	101.5,	100 KW @ 900,	COUNTRY		,$175.00	(Republic)	Cap Cities/ABC	
WKLS,	96.1,	100 KW @ 950,	AOR	ABC-R	$190.00	(Katz)	Great American	
WPCH,	94.9,	100 KW @ 968,	BTFL/EZ		,$170.00	(Eastman)	Jacor	
WQXI,	94.1,	100 KW @ 914,	AC/CONTEMP		,$178.00	(Banner)	Jeff-Pilot	
WSB ,	98.5,	100 KW @ 919,	AC		,$176.00	(Christal)	Cox	
WVEE	103.3,	100 KW @ 1022,	URBAN	US 1,	$175.00	(Mc-Guild)	Summit	
WYAY,	106.7,	100 KW @ 1400,	COUNTRY		,$160.00	(MMR)	New City	(GAINESVILLE)
WZGC,	92.9,	100 KW @ 910,	CLASSIC ROCK		,$140.00	(HNWH)	Cook Inlet	

FORMAT CODES

CHR -	Contemporary Hit Radio, Top 40, Contemporary	T -	Talk
AC -	Adult Contemporary	N -	News
O -	Oldies (1955 to near 1988)	SP -	Hispanic/Spanish
B -	Black (audience predominantly Black - over 75%)	BB -	Big Band, Nostalgia
U -	Urban (majority of audience is non-white although a large segment is white)	M -	Middle of Road (MOR), Full Service, Variety
		J/NA -	Jazz and New Age
EZ -	EZ Listening, Beautiful Music	R -	Religion, Christian, Christian Music
AOR -	Album Oriented Rock, also includes Classic Rock	G -	Gospel
CL -	Classical	E -	Ethnic
C -	Country	? -	Others or Unknown

AUSTIN

Arbitron Rank/Pop (12+): 58/630,500

MSA Rank/Pop: 66/764,500
ADI # 70
Average Person Ratings: 16.3
Market TSL: 21.45 hours

Stations: 19/16
Diaries: 932/677:1/50.8%
Sample Target: 880
% Below Line: 1.9
% Not Listed: 19.3

1988 Revenue: $22,100,000
HH Inc.: $34,055
Retail $: 5.3 Bil
Pop per Station: 39,406
#1 Biller: KASE-F $4,400,000

12+ METRO		1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KASE-F	(C)	138/13.4	14.9	12.6	15.9	14.4	14.2	203/2162	1462/23.2	24.0	25.9	101	16.3	177	1898	KASE-F
2. KLBJ-F	(AOR)	99/ 9.6	9.9	10.1	10.2	8.8	9.9	120/1702	1458/23.1	23.9	20.5	109	7.8	118	1348	KLBJ-F
3. KKMJ-F	(AC)	97/ 9.4	8.9	9.5	10.0	10.5	9.4	117/1593	1378/21.9	20.3	22.5	135	7.8	85	993	KKMJ-F
KBTS-F	(CHR)	97/ 9.4	9.1	8.0	10.6	8.5	9.3	141/2498	1686/26.7	21.8	22.3	77	12.9	140	1780	KBTS-F
5. KEYI-AF	(AC)	71/ 6.9	6.8	4.6	3.3	4.5	5.4	75/1249	1136/17.3	17.0	13.9	116	5.1	56	863	KEYI-AF
6. KHFI-F	(CHR)	65/ 6.3	5.4	9.5	7.2	8.2	7.1	65/1199	1192/18.9	17.5	23.0	48	7.7	84	1424	KHFI-F
7. KLBJ	(N/T)	46/ 4.5	5.3	5.3	5.1	4.6	5.1	53/1072	892/14.1	14.5	12.5	89	4.4	48	657	KLBJ
8. KAPT-F	(AC)	42/ 4.1	2.9	2.7	2.6	3.5	3.1	44/540	493/ 7.8	6.9	11.8	37	0.9	10	301	KAPT-F
9. KQFX-F	(O)	33/ 3.2	4.5	4.3	4.0	3.9	4.0	35/830	727/11.5	15.4	11.1	150	3.6	39	660	KQFX-F
10. KLTD-F	(?)	31/ 3.0	0.0	0.0	0.0	0.0	0.8	61/882	500/ 7.9	0.0	0.0	157	1.9	21	310	KLTD-F
11. KVET	(C)	28/ 2.7	2.4	2.8	3.1	4.2	2.8	30/402	355/ 5.6	6.9	7.5	63	2.0	22	350	KVET
12. KPEZ-F	(AOR)	25/ 2.4	3.5	4.1	3.6	5.8	3.4	26/728	711/11.3	13.6	12.1	104	4.7	51	894	KPEZ-F

12+ FM SHARE (METRO): 84.22% (699 of 830) (WIN 88: 73.25%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHFI-F	1 KLBJ-F	1 KASE-F<	1 KASE-F	1 KASE-F	1 KASE-F<	1 KASE-F>	1 KASE-F	1 KASE-F	1 KBTS-F<	1 KASE-F>>
KBTS-F>>	2 KASE-F	2 KLBJ-F	2 KKMJ-F	2 KKMJ-F	2 KKMJ-F>	2 KKMJ-F<	2 KKMJ-F	2 KLBJ-F<	2 KASE-F<	2 KKMJ-F
3 KASE-F>>	3 KBTS-F>	3 KKMJ-F	3 KLBJ-F>	3 KLBJ-F	3 KAPT-F	3 KBTS-F	3 KLBJ-F	3 KKMJ-F	3 KLBJ-F	3 KEYI-F>
4 KLBJ-F>	4 KEYI-AF	4 KBTS-F	4 KEYI-AF	4 KEYI-AF	4 KLBJ	4 KEYI-AF	4 KEYI-AF	4 KBTS-F>	4 KHFI-F	4 KVET
5 KKMJ-F	5 KHFI-F	5 KEYI-AF>	5 KBTS-F>	5 KBTS-F>	5 KEYI-AF>	KLBJ-F>	5 KBTS-F>	5 KHFI-F<	5 KKMJ-F>	KBTS-F
6	6	6	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBTS-F	1 KASE-F	1 KASE-F	1 KASE-F	1 KASE-F<	1 KLBJ-F	1 KLBJ-F>	1 KLBJ-F>	1 KLBJ-F	1 KLBJ-F
2 KASE-F	2 KBTS-F	2 KEYI-AF	2 KKMJ-F	2 KKMJ-F>	2 KBTS-F	2 KBTS-F	2 KASE-F>	2 KASE-F	2 KASE-F
3 KHFI-F	3 KLBJ-F<	3 KKMJ-F	3 KBTS-F<	3 KEYI-AF	3 KHFI-F	KASE-F>	3 KBTS-F>	3 KBTS-F	3 KKMJ-F>
4 KLBJ-F>	4 KEYI-AF	4 KLBJ-F	4 KEYI-AF<	4 KLBJ-F	4 KPEZ-F>	4 KPEZ-F	4 KLBJ	4 KKMJ-F>	4 KBTS-F
5 KEYI-AF	5 KKMJ-F	5 KBTS-F	5 KLBJ-F	5 KBTS-F	5 KASE-F>	5 KHFI-F>	5 KPEZ-F	5 KEYI-AF	5 KEYI-AF
6	6 KHFI-F	6	6	6	6	6	6	6	KLTD-F
									KLBJ

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KOKE	1370	Rollingwood/Aus	1.6/3.5
KTAE	1260	Taylor	0.8/1.1
KTXZ	1560	W Lake Hills/As	1.4/2.1
KSMG-F	105.3	Seguin	0.6/1.3
KTSA	550	San Antonio	0.5/1.2
WOAI	1200	San Antonio	0.9/3.1

RADIO STATIONS

KELG,	1440,	500 W (DA-2)	, HISPANIC		, $ 17.00 (Lotus)	Encore	
KIXL,	970,	1 KW (DAYS,DA)	, RELIGION		, $ 10.00 (Republic)		
KLBJ,	590,	5 KW/1 KW (DA-N)	, NEWS/TALK	CBS, MBS	, $ 46.00 (Eastman)		
KOKE,	1370,	5 KW/500 W (DA-2)	, BTFL/EZ		, $ 27.00 (---)		
KVET,	1300,	5 KW/1 KW (DA-2)	, COUNTRY	ABC-I	, $ 40.00 (Katz)		
KAPT-F,	94.7,	100 KW @ 1154,	CONTEMP		, $ 34.00 (Durpetti)		(LULING)
KASE-F,	100.7,	100 KW @ 1190,	COUNTRY		, $100.00 (Katz)		
KBTS-F,	93.3,	100 KW @ 1983,	CHR		, $ 70.00 (Christal)	Genesis	(KILLEEN)
KEYI-F,	103.5,	100 KW @ 1260,	AC		, $ 60.00 (Christal)	Degree	
KHFI-F,	98.3,	1.3 KW @ 418,	CHR		, $ 67.00 (Republic)	Encore	
KKMJ-F,	95.5,	100 KW @ 1000,	AC		, $ 82.00 (CBS)	Keymarket	
KLBJ-F,	93.7,	100 KW @ 1057,	AOR		, $ 76.00 (Eastman)		
KPEZ-F,	102.3	3 KW @ 300,	CLASSIC ROCK		, $ 58.00 (HNWH)	Clear Channel	
KQFX-F,	96.5,	29 KW @ 653,	OLDIES	Source	, $ 36.00 (Banner)	Capitol-Johnson	(GEORGETOWN)

BALTIMORE

Arbitron Rank/Pop (12+): 17/1,975,900

MSA Rank/Pop: 15/2,323,900
ADI # 22
Average Person Ratings: 18.3
Market TSL: 24.0 hours

Stations: 34/20
Diaries: 1708/1157:1/50.3%
Sample Target: 1700
% Below Line: 12.9
% Not Listed: 9.5

1988 Revenue: $60,200,000
HH Inc.: $34,570
Retail $: 16.5 Bil
Pop per Station: 98,795
#1 Biller: WBAL $96,000,000

12+ METRO		1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WLIF-F	(EZ)	356/ 9.9	8.7	7.4	9.2	9.6	8.8	378/3898	3618/18.3	16.6	18.2	80	7.0	247	2126	WLIF-F
2. WPOC-F	(C)	266/ 7.4	5.8	6.4	4.9	5.3	6.1	309/3422	2922/14.8	12.6	11.0	104	6.8	237	2424	WPOC-F
3. WWMX-F	(AC)	255/ 7.1	7.0	4.9	5.3	6.4	6.1	269/3575	3209/16.2	16.9	16.2	132	6.2	217	2797	WWMX-F
4. WBAL	(N/T)	251/ 7.0	5.9	8.3	8.8	7.3	7.5	266/3466	3254/16.5	16.8	17.6	67	5.8	204	2759	WBAL
5. WXYV-F	(B)	239/ 6.6	8.7	8.0	6.8	5.7	7.5	252/2847	2576/13.0	16.0	12.5	102	9.6	336	3623	WXYV-F
6. WIYY-F	(AOR)	227/ 6.3	4.7	4.4	4.7	5.5	5.0	262/2998	2799/14.2	13.0	14.9	103	6.4	224	2957	WIYY-F
7. WBSB-F	(CHR)	207/ 5.7	6.0	8.6	7.3	6.8	6.9	228/3825	3504/17.7	18.1	19.7	67	7.0	246	4416	WBSB-F
8. WCBM	(N/T)	156/ 4.3	2.3	0.0	0.6	1.1	1.8	159/1350	1307/ 6.6	3.8	4.4	58	3.5	121	1115	WCBM
9. WQSR-F	(AC)	122/ 3.4	3.7	4.0	3.9	3.6	3.8	148/2109	1874/ 9.5	10.0	8.8	159	3.1	108	1654	WQSR-F
10. WYST-F	(AC)	100/ 2.8	2.8	2.8	2.6	3.5	2.8	101/1789	1747/ 8.8	9.0	9.2	139	2.3	82	1318	WYST-F
11. WCAO	(C)	95/ 2.6	3.0	2.5	2.6	2.5	2.7	104/1340	1207/ 6.1	6.7	6.6	69	2.5	88	989	WCAO
12. WGRX-F	(AOR)	91/ 2.5	2.7	2.8	2.8	3.4	2.7	140/2173	1617/ 8.2	7.7	9.9	100	2.6	92	1323	WGRX-F
13. WBGR	(REL)	87/ 2.4	2.4	3.3	2.6	2.3	2.7	87/818	818/ 4.1	5.0	4.3	87	1.6	56	717	WBGR
14. WWDC-F	(AOR)	82/ 2.3	2.5	2.4	2.7	2.4	2.5	87/1855	1730/ 8.8	8.5	9.8	143	3.0	106	1610	WWDC-F
15. WHFS-F	(AOR)	80/ 2.2	2.3	1.8	1.3	1.5	1.9	82/1218	1190/ 6.0	4.4	4.3	109	2.4	83	1145	WHFS-F
16. WWIN	(B)	66/ 1.8	2.1	2.0	1.7	1.9	1.9	66/1097	1093/ 5.5	5.6	5.3	167	1.6	55	940	WWIN
17. WGHT-F	(B)	65/ 1.8	2.7	3.1	3.0	3.7	2.7	65/1580	1580/ 8.0	9.9	8.5	50	2.9	103	1660	WGHT-F
18.																
19.																
20.																

12+ FM SHARE (METRO): 72.69% (2374 of 3266) (WIN 88: 73.25%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBSB-F>	1 WIYY-F	1 WWMX-F	1 WWMX-F>	1 WWMX-F	1 WLIF-F>	1 WBAL >	1 WLIF-F>	1 WLIF-F	1 WXYV-F>	1 WBAL >>
2 WXYV-F>	2 WWMX-F<	2 WIYY-F	2 WXYV-F<	2 WLIF-F<	2 WBAL	2 WLIF-F	2 WWMX-F	2 WPOC-F	2 WBSB-F	2 WLIF-F>>
3 WGHT-F	3 WXYV-F>	3 WXYV-F	3 WPOC-F	3 WPOC-F	3 WPOC-F>	3 WPOC-F	3 WPOC-F	3 WWMX-F<	3 WLIF-F	3 WXYV-F>>
4 WIYY-F>	4 WBSB-F	4 WPOC-F	WIYY-F	4 WXYV-F<	4 WCBM	4 WWMX-F<	4 WBAL <	4 WXYV-F<	4 WIYY-F	4 WPOC-F
5	5 WHFS-F<	5 WBSB-F	5 WLIF-F<	5 WIYY-F	5 WWMX-F	5 WIYY-F	5 WIYY-F	5 WIYY-F	5 WWMX-F	5 WIYY-F
6	6 WGRX-F	6 WLIF-F<	6 WQSR-F	6 WQSR-F	6 WCAO	6 WXYV-F	6 WXYV-F	6 WBSB-F	6 WPOC-F<	6 WCBM <
7	7 WWDC-F	7 WQSR-F	7	7	7 WQSR-F	7 WBSB-F	7 WCBM	7 WBAL <	7 WCBM	7 WWMX-F
8	8 WPOC-F	8	8	8	WBGR	8	8	8 WCBM	8 WBAL	8 WWIN
9	9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WBSB-F<	1 WXYV-F<	1 WWMX-F	1 WWMX-F	1 WWMX-F
2 WXYV-F	2 WWMX-F>	2 WXYV-F>	2 WXYV-F	2 WLIF-F
3 WWMX-F>	3 WBSB-F>	3 WYST-F	3 WBSB-F	3 WPOC-F
4 WIYY-F	4 WIYY-F	4 WIYY-F	4 WPOC-F	4 WXYV-F
5 WPOC-F	5 WYST-F	5 WBSB-F	5 WLIF-F	5 WYST-F
6 WGHT-F	6 WHFS-F<	6 WHFS-F	6	6 WBSB-F<
7 WHFS-F	7 WPOC-F	WQSR-F	7	7 WQSR-F
WYST-F	8	8	8	8
9	9	9	9	9
10	10	10	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIYY-F>>	1 WIYY-F>>	1 WIYY-F>>	1 WIYY-F>	1 WIYY-F
2 WWMX-F>	2 WWMX-F	2 WWDC-F<	2 WWMX-F	2 WWMX-F
3 WGRX-F>	3 WXYV-F	3 WXYV-F	3 WXYV-F	3 WPOC-F
4 WXYV-F	4 WWDC-F	4 WWMX-F>	4 WPOC-F	4 WXYV-F<
5 WHFS-F	5 WGRX-F	5 WGRX-F<	5 WWDC-F	5 WLIF-F
6 WWDC-F	6 WHFS-F	6 WQSR-F<	6 WQSR-F	6 WQSR-F
WBSB-F>	7 WBSB-F	7 WHFS-F<	7 WGRX-F	7 WBAL <
8	8	8 WBAL	8	8 WWDC-F
9	9	9	9	9
10	10	10	10	10

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEBB	1360	Baltimore	1.4/4.7
WFBR	1300	Baltimore	1.3/4.2
WITH	1230	Baltimore	1.4/4.8
WRBS-F	95.1	Baltimore	1.1/2.5
WYST	1010	Baltimore	0.7/2.1
WASH-F	97.1	Washington	0.7/2.2
WAVA-F	105.1	Arlington/Wash	0.4/2.0
WFRE-F	99.9	Frederick	0.4/0.6
WGAY-F	99.5	Washington	0.6/1.4
WHUR-F	96.3	Washington	1.2/4.9
WKYS-F	93.9w	Washington	0.3/1.4
WMAL	630	Washington	0.8/1.4
WMZQ	1390	Arlington	
WMZQ-F	98.7	Washington	0.5/0.5
WPGC-F	95.5	Morningside	1.6/5.5
WRQX-F	107.3	Washington	1.0/5.1
WTOP	1500	Washington	0.9/4.9

RADIO STATIONS

AM STATIONS

WBAL,	1090,	50 KW (DA-N)	, NEWS/TALK	ABC-E,$105.00	(HNWH)	Hearst
WBGR,	860,	2.5 KW/100 W (DA-1)	, RELIG/GOSPEL	UPI,$ 40.00	(Roslin)	Mortenson
WCAO,	600,	5 KW (DA-1)	, COUNTRY	NBC,$ 70.00	(Mc-Guild)	Summit
WCBM,	680,	10 KW/5 KW (DA-2)	, TALK	ABC-T,ABC-I,$ NA	(Katz)	
WEBB,	1360,	5 KW/1.7 KW (DA-1)	, BLACK	SBN,$ 35.00	(Roslin)	
WFBR,	1300,	5 KW (DA-1)	, OLDIES	CBS,$ 65.00	(Christal)	JAG
WITH,	1230,	1 KW	, NOSTALGIA	MBS,$ 40.00	(K & P)	
WWIN,	1400,	1 KW	, BLACK	,$ 38.00	(Durpetti)	Mediacom
WYST,	1010,	1 KW (DAYS)	, OLDIES	APR,$ 31.00	(MMR)	United

FM STATIONS

WBSB,	104.3,	50 KW @ 400,	CHR	ABC-C,$150.00	(Banner)	Scripps-Howard
WGHT,	95.9,	3 KW @ 300,	URBAN/CHR	,$ 68.00	(Durpetti)	Mediacomm
WGRX,	100.7,	20 KW @ 715,	CLASSIC AOR	ABC-F,$ 60.00	(Durpetti)	Shamrock-Lynett
WIYY,	97.9,	11 KW @ 950,	AOR	ABC-R,$100.00	(HNWH)	Hearst
WLIF,	101.9,	14 KW @ 961,	BTFL/EZ	,$140.00	(Christal)	JAG
WPOC,	93.1,	16 KW @ 870,	COUNTRY	ABC-D,$135.00	(Banner)	Nationwide
WQSR,	105.7,	50 KW @ 245,	OLDIES	CBS,US 1,$ 60.00	(Banner)	Sconnix
WRBS,	95.1,	50 KW @ 500,	RELIGION	,$ 20.00	(---)	
WWMX,	106.5,	29 KW @ 620,	AC	,$105.00	(Katz)	Capitol-Goodman
WXYV,	102.7,	50 KW @ 400,	BLACK/URBAN	,$110.00	(Mc-Guild)	Summit
WYST,	92.3,	10 KW @ 709,	AC	APR,$ 75.00	(MMR)	United

BATON ROUGE

Arbitron Rank/Pop (12+): 78/445,500

MSA Rank/Pop: 92/545,200
ADI # 93
Average Person Ratings: 16.0
Market TSL: 21.25 hours

Stations: 21/14
Diaries: 892/499:1/52.5%
Sample Target: 820
% Below Line: 11.7
% Not Listed: 11.0

1983 Revenue: $11,800,000
HH Inc.: $31,027
Retail $: 3.7 Bil
Pop per Station: 31,821
#1 Biller: WYNK-AF $2,600,000

12+ METRO		1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO - CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WYNK-AF	(C)	91/12.7	13.8	14.6	18.3	13.8	14.9	237/2511	1028/23.1	27.0	24.4	106	11.9	83	858	WYNK-AF
2. KQXL-F	(B)	81/11.3	13.1	14.0	11.5	10.9	12.5	127/1296	948/21.3	21.3	18.1	112	14.5	111	958	KQXL-F
3. WFMF-F	(CHR)	75/10.5	11.2	9.4	9.5	11.1	10.1	107/1969	1122/25.2	27.3	27.1	71	12.0	92	1228	WFMF-F
4. WXOK	(B)	56/ 7.8	10.1	12.8	9.1	10.1	10.0	61/803	713/16.0	17.8	18.0	90	9.9	76	865	WXOK
5. WGGZ-F	(CHR)	53/ 7.4	8.9	9.1	9.1	12.0	8.6	107/2026	951/21.3	23.2	28.3	64	9.9	76	984	WGGZ-F
6. WTGE-F	(AOR)	52/ 7.3	2.7	6.2	4.7	4.8	5.2	86/780	587/13.2	9.8	13.6	153	6.5	50	663	WTGE-F
7. WKJN-F	(C)	50/ 7.0	6.7	7.4	5.7	9.3	6.7	113/1324	626/14.1	14.6	16.4	107	8.0	61	599	WKJN-F
8. WJBO	(N/T)	34/ 4.8	3.8	3.0	3.7	4.5	3.8	42/760	666/14.9	11.5	12.9	73	3.0	23	373	WJBO
9. KHOM-F	(AC)	31/ 4.3	1.8	0.0	0.0	0.0	1.5	79/896	326/ 7.3	3.6	0.0	167	1.7	13	159	KHOM-F
10. KDEA-F	(EZ)	24/ 3.4	3.9	2.3	3.5	2.5	3.3	81/922	292/ 6.6	6.3	4.4	94	1.8	14	215	KDEA-F
11. WCKW-F	(AOR)	20/ 2.8	4.3	4.1	5.1	3.7	4.1	59/848	389/ 8.7	9.5	7.1	107	5.1	39	366	WCKW-F
12. WXLT-F	(AC)	16/ 2.2	2.0	2.3	3.3	2.6	2.5	32/485	288/ 6.5	5.6	5.5	159	1.6	12	178	WXLT-F
13. WNDC	(?)	15/ 2.1	0.0	0.2	0.0	0.0	0.6	15/82	82/ 1.8	0.0	1.3	57	0.0	0	0	WNDC

12+ FM SHARE (METRO): 77.83% (495 of 636) (WIN 88: 76.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFMF-F	1 KQXL-F	1 KQXL-F	1 WYNK-AF<	1 WYNK-AF	1 WYNK-AF>	1 WYNK-AF	1 WYNK-AF	1 WYNK-AF	1 KQXL-F>>	1 KQXL-F>
2 WGGZ-F	2 WFMF-F	2 WYNK-AF	2 KQXL-F	2 KQXL-F	2 WKJN-F	2 WFMF-F	2 WFMF-F<	KQXL-F<	2 WGGZ-F<	2 WYNK-F
3 KQXL-F>	3 WTGE-F	3 WFMF-F	3 WTGE-F>	3 WTGE-F>	3 WJBO	3 KQXL-F	3 WTGE-F	3 WFMF-F	3 WFMF-F>	3 WXOK >
4 WXOK	4 WYNK-AF	4 WTGE-F>	4 KHOM-F	4 WKJN-F	4 WXOK	4 WKJN-F	4 WXOK	4 WTGE-F	4 WXOK	4 WJBO
5	5 WGGZ-F	5 WGGZ-F<	WFMF-F	WFMF-F	5 KHOM-F	5 WGGZ-F	5 WKJN-F	5 WGGZ-F	5 WYNK-AF	5
6	6	6 WXOK	6	6	KDEA-F	6	6	6	WJBO	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFMF-F>	1 WFMF-F>	1 WFMF-F	1 WFMF-F<	1 WYNK-AF	1 WFMF-F	1 KQXL-F	1 WTGE-F	1 WTGE-F<	1 WTGE-F
2 WYNK-AF	2 KQXL-F	2 KQXL-F	2 WYNK-AF	2 KQXL-F<	2 WGGZ-F	2 WTGE-F>	2 KQXL-F>>	2 KQXL-F>	2 KQXL-F
3 WGGZ-F	3 WYNK-AF	3 WYNK-AF	3 KQXL-F	3 WFMF-F	3 WCKW-F	3 WFMF-F	3 WYNK-AF>	3 WYNK-AF	3 WYNK-AF>
KQXL-F>	4 WGGZ-F	4 KHOM-F	4 WXOK	4 WXOK >	KQXL-F	4 WCKW-F	4 WCKW-F>	4 WKJN-F	4 KHOM-F
5 WXOK >>	5 WXOK >	WTGE-F	5 WGGZ-F	5 WKJN-F	5 WKJN-F>	5 WGGZ-F	5 WKJN-F	5 WFMF-F	WKJN-F>
6	6	WGGZ-F	6	6	6	6	WGGZ-F	6	6
							WFMF-F		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WLUX	1550	Baton Rouge	1.7/2.8
WQCK-F	92.7	Clinton	1.4/3.5
WTKL	1260	Baton Rouge	1.0/3.3
WQUE	1280	New Orleans	
WQUE-F	93.3	New Orleans	0.6/1.7
WWL	870	New Orleans	0.7/2.7

RADIO STATIONS

WNFO,	1300,	5 KW/1 KW (DA-N)	, TALK	,	$ 20.00 (Christal)		
WJBO,	1150,	5 KW (DA-1)	, TALK	CBS,NBC-T,	$ 23.00 (HNWH)		
WLUX,	1550,	5 KW (DAYS)	, RELIGION	UPI,	$ 10.00 (---)	Swaggert	
WTKL,	1260,	1 KW (DAYS)	, EZ/MOR	,	$ 13.00 (---)		
WXOK,	1460,	5 KW/1 KW (DA-N)	, BLACK	NBC,	$ 31.00 (Torbet)		
WFMF-F	102.5,	100 KW @ 560,	CHR	,	$ 62.00 (HNWH)		
WGGZ-F,	98.1,	100 KW @ 1550,	CHR	ABC-C,CBS-R,	$ 60.00 (Katz)		
WTGE-F,	100.7,	100 KW @ 690,	AOR	,	$ 43.00 (Republic)		
WYNK-F,	101.5,	100 KW @ 1283,	COUNTRY	ABC-E,	$ 71.00 (Katz)	Narragansett	
KQXL-F,	106.3,	3 KW @ 300,	BLACK	SBN, ABC-F,	$ 33.00 (Banner)		(NEW ROADS)
WKJN-F,	103.3,	100 KW @ 1045,	COUNTRY	MBS,	$ 47.00 (Christal)		(HAMMOND)
WXLT-F,	94.1,	100 KW @ ?? ,	OLDIES	,	$ NA (Southern)		(MALCOMB,MS)

BIRMINGHAM

Arbitron Rank/Pop (12+): 51/767,600

MSA Rank/Pop: 56/921,000
ADI # 48
Average Person Ratings: 16.9
Market TSL: 22.5 hours

Stations: 23/20
Diaries: 1185/648:1/56.8%
Sample Target: 1080
% Below Line: 1.9
% Not Listed: 8.1

1988 Revenue: $24,800,000
HH Inc.: $27,914
Retail $: 5.3 Bil
Pop per Station: 38,380
#1 Biller: WZZK-AF $6,000,000

12+ METRO		1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WZZK-AF	(C)	226/17.5	14.7	14.5	14.8	16.6	15.4	373/4306	2193/28.6	27.1	29.1	125	16.6	215	2086	WZZK-AF
2. WENN-F	(B)	136/10.5	9.4	10.0	10.9	10.7	10.2	183/1988	1500/19.5	18.0	18.1	89	12.5	167	1815	WENN-F
3. WZRR-F	(AOR)	135/10.4	4.2	4.2	3.8	4.2	5.6	189/1822	1281/16.7	11.7	10.6	125	9.3	124	1425	WZRR-F
4. WAPI-F	(CHR) **	109/ 8.4	9.0	11.7	9.8	9.1	9.7	188/2743	1546/20.1	21.4	20.0	67	10.8	144	1724	WAPI-F
5. WMJJ-F	(AC)	108/ 8.3	12.5	11.2	13.8	11.6	11.4	147/1961	1436/18.7	22.9	19.0	158	8.4	113	1318	WMJJ-F
6. WKXX-F	(B)	94/ 7.3	8.0	9.9	10.0	10.8	8.8	119/2191	1495/19.5	21.7	21.1	100	13.4	180	2130	WKXX-F
7. WAPI	(BB)	58/ 4.5	5.3	3.6	2.7	3.2	4.0	63/718	673/ 8.8	11.3	7.3	51	2.8	38	491	WAPI
8. WATV	(B)	48/ 3.7	4.8	5.0	4.1	5.5	4.4	48/633	617/ 8.0	8.7	10.4	78	3.2	43	675	WATV
9. WERC	(N/T)	47/ 3.6	4.9	3.5	5.6	4.7	4.9	50/797	724/ 9.4	12.6	11.1	69	4.7	63	652	WERC
10. WDJC-F	(REL)	37/ 2.9	3.5	2.4	2.4	2.4	2.8	66/971	591/ 7.7	9.7	7.3	90	2.4	32	483	WDJC-F
11. WJLD	(B)	36/ 2.8	1.8	2.9	2.6	2.8	2.5	36/519	502/ 6.5	6.1	6.2	100	1.9	25	404	WJLD
WAYE	(REL)	36/ 2.8	1.5	1.9	1.5	1.7	1.9	36/350	350/ 4.6	3.8	4.3	50	0.0	0	0	WAYE
13. WAGG	(REL)	35/ 2.7	5.0	2.4	3.3	3.6	3.3	35/455	455/ 5.9	7.7	7.6	74	1.0	14	197	WAGG
14.																
15.																

**STATION DETERMINED TO HAVE ENGAGED IN A SPECIAL STATION ACTIVITY.

12+ FM SHARE (METRO): 72.61% (864 of 1190) (WIN 88: 71.22%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAPI-F>>	1 WZRR-F>	1 WZZK-AF	1 WZZK-AF>	1 WZZK-AF>	1 WZZK-AF>>	1 WZZK-AF>>	1 WZZK-AF>	1 WZZK-AF>	1 WENN-F>	1 WENN-F
2 WENN-F	2 WENN-F<	2 WZRR-F	2 WZRR-F<	2 WMJJ-F<	2 WAPI	2 WENN-F<	2 WZRR-F>	2 WZRR-F	2 WKXX-F<	2 WZZK-F>>
3 WKXX-F>>	3 WMJJ-F	3 WMJJ-F	3 WMJJ-F>	3 WZRR-F>	3 WENN-F	3 WZRR-F<	3 WMJJ-F>	3 WENN-F	3 WAPI-F<	3 WERC >
4	4 WKXX-F<	4 WENN-F	4 WENN-F	4 WENN-F	4 WERC	4 WMJJ-F	4 WAPI-F	4 WAPI-F	4 WZZK-AF	4 WZRR-F>
5	5 WAPI-F	5 WKXX-F<	5 WKXX-F>	5 WKXX-F	5 WMJJ-F	5 WAPI-F	5 WENN-F	5 WMJJ-F<	5 WZRR-F>	5 WMJJ-F
6	6 WZZK-AF	6 WAPI-F	6 WAPI-F	6 WAPI-F	6	6	6	6 WKXX-F	6	WKXX-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WENN-F	1 WMJJ-F	1 WMJJ-F>	1 WZZK-AF>	1 WZZK-AF>	1 WZRR-F>>	1 WZRR-F>>	1 WZRR-F>>	1 WZRR-F>	1 WZZK-AF<
WAPI-F>	2 WENN-F	2 WKXX-F	2 WENN-F<	2 WMJJ-F	2 WAPI-F	2 WENN-F	2 WMJJ-F	2 WZZK-AF>	2 WZRR-F>
3 WZRR-F	3 WAPI-F	3 WZRR-F	3 WMJJ-F	3 WENN-F	3 WENN-F	3 WZZK-AF<	3 WENN-F	3 WMJJ-F	3 WMJJ-F>
4 WKXX-F	4 WKXX-F<	WENN-F	4 WAPI-F	4 WKXX-F	4 WKXX-F	4 WMJJ-F	4 WZZK-AF>	4 WENN-F	4 WENN-F>
5 WZZK-AF	5 WZRR-F>	5 WAPI-F	5 WKXX-F	5 WAPI-F	5 WZZK-AF>	5 WKXX-F	5 WKXX-F>	5 WKXX-F	5 WKXX-F>
WMJJ-F	6 WZZK-AF	6 WZZK-AF	6 WZRR-F	6 WZRR-F	6 WMJJ-F	6 WAPI-F	6 WERC	6 WAPI-F	6 WERC

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCRL	1570	Oneonta	0.8/1.1
WCRT	1260	Birmingham	1.2/4.0
WFFN-F	92.9	Cordova	0.5/1.3
WKLD-F	97.7	Oneonta	0.7/1.1
WVOK	690	Birmingham	0.5/3.7
WYDE	850	Birmingham	0.8/2.8
WQEN-F	103.7	Gadsden/Annistn	0.5/1.9
WRSA-F	96.9	Decatur/Hntsvle	0.6/2.1
WZBQ-F	102.5	Jasper	0.8/4.0

RADIO STATIONS

WAGG,	1320,	5 KW (DAYS)	, GOSPEL	NBN,	$ 30.00	(HNWH)	
WAPI,	1070,	50 KW/ 5 KW (DA-N)	, NOSTALGIA	NBC,	$ 29.00	(Christal)	Dittman
WATV,	900,	1 KW/165 W	, BLACK	ABC-E,	$ 30.00	(Roslin)	
WAYE,	1220,	1 KW/75 W	, GOSPEL	,	$ 15.00	(---)	Willis
WCRT,	1260,	5 KW/41 W	, OLDIES	CNN, Trans,	$ 16.00	(Banner)	
WERC,	960,	5 KW (DA-N)	, NEWS/TALK	,	$ 44.00	(Mc-Guild)	Sun Group
WJLD,	1400,	1 KW	, BLACK	MBS, SBN,	$ 22.00	(K & P)	
WVOK,	690,	50 KW/30 W	, COUNTRY	CBS,	$ 16.00	(Republic)	Dick
WYDE,	850,	50 KW/1 KW (DA-2)	, RELIGION	,	$ 15.00	(---)	
WAPI-F,	94.5,	100 KW @ 1214,	CHR	ABC-C,	$ 75.00	(Christal)	Dittman
WDJC-F,	93.7,	100 KW @ 984,	RELIGION	,	$ 22.00	(Crawford)	Crawford
WENN-F,	107.7,	100 KW @ 640,	BLACK	NBN,	$ 60.00	(HNWH)	
WKXX-F,	106.9,	100 KW @ 1114,	URBAN/CHR	ABC-D,	$ 55.00	(Mc-Guild)	Sun Group
WZRR-F,	99.5,	100 KW @ 870,	CLASSIC AOR	,	$ 41.00	(Eastman)	Dick
WMJJ-F,	96.5,	100 KW @ 892,	AC	,	$ 95.00	(Banner)	Capitol-Johnson
WZZK-F,	104.7,	100 KW @ 1300,	COUNTRY	,	$130.00	(Katz)	New City

BOSTON

Arbitron Rank/Pop (12+): 7/3,176,000

MSA Rank/Pop: 6/3,719,500
ADI # 6
Average Person Ratings: 18.8
Market TSL: 24.25 hours

Stations: 39/33
Diaries: 2183/1455:1/43.0%
Sample Target: 2170
% Below Line: 3.8
% Not Listed: 9.7

1988 Revenue: $114,000,000
HH Inc.: $41,506
Retail $: 33.2 Bil
Pop per Station: 96,242
#1 Biller: WBCN-F $16,700,000

12+ METRO		1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+METRO CUME/CUME RATING	% FAL 88	% WIN 88	25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WRKO	(T)	457/ 7.7	7.2	7.1	7.7	6.7	7.4	556/5603	4372/13.8	14.2	12.1	70	5.7	313	3180	WRKO
2. WXKS-F	(CHR)	422/ 7.1	5.9	7.1	8.6	6.5	7.2	485/7094	5837/18.4	18.7	18.4	92	8.3	459	6400	WXKS-F
3. WBZ	(MOR)	394/ 6.6	7.4	6.4	6.6	7.1	6.8	553/7865	5498/17.3	16.3	15.8	83	6.6	361	4338	WBZ
4. WZOU-F	(CHR)	340/ 5.7	5.0	6.1	5.8	5.4	5.7	493/8407	5626/17.7	15.1	15.8	47	7.7	421	5940	WZOU-F
5. WJIB-F	(EZ)	321/ 5.4	5.4	6.0	4.9	6.1	5.4	380/5200	4243/13.4	10.7	12.5	78	4.0	220	2639	WJIB-F
6. WBCN-F	(AOR)	303/ 5.1	4.8	6.0	6.6	7.2	5.6	383/6220	4593/14.5	15.7	16.9	129	6.2	341	5756	WBCN-F
7. WODS-F	(O)	282/ 4.7	5.2	4.0	4.5	4.8	4.6	443/6913	4548/14.3	14.2	13.2	155	4.8	262	3228	WODS-F
8. WHDH	(T)	265/ 4.4	5.2	3.9	4.4	5.8	4.5	295/4577	3963/12.5	15.5	13.3	93	4.9	270	3336	WHDH
9. WSSH-F	(AC)	259/ 4.3	3.6	4.0	4.3	4.3	4.1	374/4925	3354/10.6	10.5	11.3	130	3.7	202	3316	WSSH-F
10. WZLX-F	(AOR)	248/ 4.2	4.8	3.9	2.5	3.4	3.8	364/5375	3927/12.4	11.7	9.4	124	5.1	283	3206	WZLX-F
11. WEEI	(N)	240/ 4.0	4.2	4.3	4.2	4.1	4.2	266/5373	4601/14.5	14.3	14.8	73	3.7	204	2985	WEEI
12. WMJX-F	(AC)	221/ 3.7	3.6	3.8	3.5	3.0	3.7	239/4471	3890/12.2	11.1	10.1	135	2.8	153	2497	WMJX-F
13. WROR-F	(AC)	186/ 3.1	3.2	3.0	3.6	3.5	3.2	266/5096	3639/11.5	11.5	10.7	158	3.4	185	2924	WROR-F
14. WCRB-F	(CL)	151/ 2.5	1.8	1.3	1.3	1.8	1.7	192/2872	2145/ 6.8	5.5	5.9	96	1.4	79	1805	WCRB-F
15. WILD	(B)	146/ 2.4	2.6	2.3	2.4	1.6	2.4	148/871	846/ 2.7	3.2	2.3	108	2.6	143	1059	WILD
16. WVBF-F	(AC)	141/ 2.4	2.5	2.7	2.6	2.6	2.5	165/3302	2800/ 8.8	7.1	8.3	154	2.1	116	1809	WVBF-F
WBOS-F	(C)	141/ 2.4	2.4	2.1	3.3	2.1	2.5	189/3025	2203/ 6.9	5.7	6.0	129	2.3	127	1811	WBOS-F
18. WCGY-F	(AOR)	115/ 1.9	1.5	2.0	1.4	0.9	1.7	161/2573	1675/ 5.3	4.4	4.1	105	2.5	135	1568	WCGY-F
19. WFNX-F	(AOR)	106/ 1.8	1.4	1.2	1.6	1.3	1.5	111/1853	1667/ 5.2	4.5	3.8	122	1.9	103	1370	WFNX-F
20. WAAF-F	(AOR)	91/ 1.5	2.1	2.2	1.6	1.9	1.9	220/4168	2110/ 6.6	7.0	7.2	53	3.3	183	3284	WAAF-F

12+ FM SHARE (METRO): 65.77% (3541 of 5384) (WIN 88: 65.74%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZOU-F>>	1 WXKS-F	1 WXKS-F	1 WODS-F	1 WODS-F	1 WRKO	1 WBZ	1 WRKO	1 WRKO	1 WXKS-F<	1 WBZ >>
2 WXKS-F	2 WBCN-F	2 WBCN-F	2 WBCN-F	2 WBCN-F<	2 WBZ	2 WRKO	2 WSSH-F<	2 WXKS-F	2 WBZ	2 WHDH <
3	3 WZLX-F	3 WZLX-F<	3 WXKS-F	3 WXKS-F	3 WJIB-F	3 WXKS-F	3 WJIB-F<	3 WZOU-F	3 WZOU-F>	3 WRKO >>
4	4 WZOU-F	4 WODS-F	4 WZLX-F	4 WSSH-F<	4 WHDH	4 WEEI <	4 WBCN-F	4 WODS-F<	4 WHDH	4 WJIB-F>>
5	5 WMJX-F>	5 WZOU-F<	5 WROR-F<	5 WBZ <	5 WEEI	5 WBCN-F	5 WXKS-F<	5 WBCN-F<	5 WJIB-F	5 WMJX-F
6	6 WCGY-F	6 WMJX-F	6 WMJX-F<	6 WRKO <	6 WSSH-F<	6 WHDH	6 WODS-F	6 WJIB-F	6 WRKO <	WEEI
7	7 WODS-F	7 WROR-F<	7 WSSH-F	7 WZLX-F<	7 WODS-F	7 WZOU-F	7 WZLX-F	7 WZLX-F	7 WMJX-F	7
8	WFNX-F<	8 WSSH-F	8 WBZ <	8 WMJX-F<	8 WCRB-F>	8 WROR-F<	8 WMJX-F	8 WHDH <	8 WEEI	8
9	9 WROR-F	9	9 WRKO	9 WROR-F	9	9 WODS-F	9 WZOU-F	9 WBZ	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WXKS-F	1 WXKS-F>	1 WXKS-F	1 WXKS-F>	1 WSSH-F<
2 WZOU-F>	2 WZOU-F	WBCN-F	2 WZOU-F	2 WODS-F
3 WZLX-F	3 WBCN-F	3 WMJX-F	WMJX-F<	3 WXKS-F
4 WMJX-F	4 WMJX-F<	WMEX	4 WODS-F<	4 WMJX-F
WMEX	5 WZLX-F>	5 WZLX-F	5 WSSH-F	5 WBZ
6 WBCN-F>	6 WVBF-F	6 WVBF-F	6 WBCN-F<	6 WROR-F
7 WCGY-F	7 WSSH-F	WROR-F	7 WZLX-F	7 WBCN-F<
8 WSSH-F	8 WROR-F	8 WODS-F	8 WROR-F<	8 WVBF-F
9	9 WILD	9	9 WVBF-F	9
10	10	10	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXKS-F>	1 WBCN-F<	1 WBCN-F>	1 WBCN-F	1 WBCN-F
2 WBCN-F	2 WXKS-F	2 WZLX-F<	2 WXKS-F	2 WODS-F
3 WZLX-F	3 WZLX-F>	3 WXKS-F>	3 WZLX-F	3 WRKO <
4 WZOU-F>	4 WCGY-F	4 WCGY-F	4 WODS-F>	4 WZLX-F<
5 WAAF-F	5 WFNX-F	5 WFNX-F<	5 WROR-F	5 WXKS-F
6 WCGY-F	6 WZOU-F	6 WMJX-F	WRKO	6 WBZ
7 WFNX-F	7 WODS-F	WMEX	7 WBZ <	7 WROR-F
8 WODS-F	8 WMJX-F	8 WODS-F	8 WZOU-F<	WHDH
9	9	WILD	9 WFNX-F	9
10	10	10	WCGY-F	10

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAID-F	95.9	Marshfield	0.3/1.0
WBET	1460	Brockton	0.3/0.6
WCAP	980	Lowell	0.4/1.3
WCAV-F	97.7	Brockton	0.3/0.6
WCCM	800	Lawrence	0.4/1.2
WESX	1230	Salem	0.6/1.4
WEZE	1260	Boston	0.5/1.1
WJDA	1300	Quincy	0.6/1.0
WKKU	1510	Boston	0.3/1.0
WLVG	740	Cmabridge	0.4/0.6
WMEX	1150	Boston	0.7/2.2
WPLM-F	99.1	Plymouth	0.8/2.9
WROL	950	Boston	0.6/2.3
WXKS	1430	Everett	1.0/2.9
WAAF-F	107.3	Worcester	1.5/6.6
WHJY-F	94.1	Providence	0.7/2.2
WHOB-F	106.3	Nashua	0.5/1.5
WOKQ-F	97.5	Dover	0.4/1.1
WPRO-F	92.3	Providence	0.3/1.7
WXLO-F	104.5	Fitchburg	0.4/2.2

RADIO STATIONS

AM STATIONS

WBZ,	1030,	50 KW (DA-1)	, MOR	ABC-I,	$240.00	(Group W)	Westinghouse
WEEI,	590,	5 KW (DA-1)	, NEWS	CBS,	$105.00		
WEZE,	1260,	5 KW (DA-N)	, RELIGION	,	$ 20.00	(Salem)	
WHDH,	850,	50 KW (DA-2)	, TALK	NBC,	$195.00	(Durpetti)	Sconnix
WILD,	1090,	5 KW (DAYS)	, BLACK	SBN,	$ 40.00	(Roslin)	
WKOX,	1200,	10 KW (DA-2)	, MOR	,	$ 30.00	(---)	Fairbanks
WMEX,	1150,	5 KW/1 KW (DA-2)	, OLDIES	ABC-E,	$ 37.00	(Mc-Guild)	Greater Media
WRKO,	680,	50 KW (DA-2)	, TALK	MBS,US2,	$170.00	(Republic)	RKO
WROL,	950,	5 KW (DAYS)	, RELIGION	,	$ 20.00	(---)	
WSSH,	1510,	50 KW/5KW (DA-2)	, COUNTRY	,	$ NA	(HNWH)	Noble
WUNR,	1600,	5 KW (DA-1)	, ETHNIC	,	$ 22.00	(Caballero)	
WXKS,	1430,	5 KW/1KW (DA-N)	, NOSTALGIA	,	$ 45.00	(MMR)	Pyramid

FM STATIONS

WBCN,	104.1,	19 KW @ 742,	AOR	,	$350.00	(Torbet)	Infinity	
WBOS,	92.9,	17 KW @ 860,	COUNTRY	NBC,	$128.00	(DurpettI)	Ackerly	
WCRB,	102.5,	11 KW @ 920,	CLASSICAL	,	$ 95.00	(Donofrio)		
WCGY,	93.7,	50 KW @ 430,	CLASSIC ROCK	,	$ 65.00	(K & P)	Curt Gowdy	
WFNX,	101.7,	3 KW @ 170,	AOR	,	$ 60.00	(---)		
WHRB,	95.3,	3 KW @ 110,	CLASS/JAZZ	,	$ 25.00	(---)		
WJIB,	96.9,	12 KW @ 1010,	BTFL/EZ	,	$160.00	(Mc-Guild)	Emmis	
WMJX,	106.7,	12 KW @ 720,	AC	,	$140.00	(Mc-Guild)	Greater Media	
WODS,	103.3,	16 KW @ 890,	OLDIES	CBS-R,	$144.00	(CBS)	CBS	
WPLM,	99.1,	50 KW @ 430,	NOSTALGIA	,	$ 40.00	(---)		—(PLYMOUTH)
WROR,	98.5,	8 KW @ 1191,	AC	US 1,	$166.00	(Republic)	RKO	
WSSH,	99.5,	32 KW @ 600,	SOFT AC	,	$142.00	(HNWH)	Noble	
WVBF,	105.7,	14 KW @ 954,	AC	,	$130.00	(Banner)	Fairbanks	
WXKS,	107.9,	23 KW @ 719,	CHR	,	$250.00	(MMR)	Pyramid	
WZLX,	100.7,	50 KW @ 500,	CLASSIC AOR	,	$155.00	(Christal)	Cook Inlet	
WZOU,	94.5,	8 KW @ 1050,	CHR	,	$152.00	(Eastman)	Ardman	

BUFFALO-NIAGARA FALLS

Arbitron Rank/Pop (12+): 39/995,600
MSA Rank/Pop:
Buffalo: 54/951,900
Niagara Falls: 197/214,900 ADI # 38
Average Person Ratings: 19.0
Market TSL: 24.75 hours

Stations: 25/22
Diaries: 1292/771:1/55.4%
Sample Target: 1290
% Below Line: 1.4
% Not Listed: 9.5

1988 Revenue: $27,500,000
HH Inc.: $33,379
Retail $: 7.2 Bil
Pop per Station: 45,254
#1 Biller: WBEN $4,000,000

12+ METRO		1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WKSE-F	(CHR)	208/11.0	9.2	11.3	10.2	8.6	10.4	231/2958	2639/26.5	26.1	19.0	87	14.7	245	2428	WKSE-F
2. WYRK-F	(C)	190/10.0	10.7	8.8	7.7	9.0	9.3	236/2234	1830/18.4	17.4	16.8	95	7.0	117	1115	WYRK-F
3. WJYE-F	(EZ)	177/ 9.3	9.7	6.7	6.6	10.4	8.1	202/2500	2240/22.5	21.3	21.0	94	7.0	116	1508	WJYE-F
4. WBEN	(MOR)	173/ 9.1	10.8	9.6	8.5	10.0	9.[illegible]	179/2769	2906/26.2	31.5	24.7	84	7.6	127	1841	WBEN
5. WGR -F	(AOR)	140/ 7.4	6.0	2.2	4.3	3.6	5.0	170/1996	1527/15.3	15.1	9.7	91	10.9	182	2015	WGR -F
6. WBUF-F	(AC)	128/ 6.8	8.9	6.6	9.3	6.5	7.9	139/1925	1800/18.1	16.1	14.3	154	7.1	119	1321	WBUF-F
7. WECK	(BB)	108/ 5.7	5.7	6.0	5.0	5.1	5.6	110/980	930/ 9.3	10.1	9.7	44	4.6	76	674	WECK
8. WHTT-F	(AOR)	99/ 5.2	4.4	5.5	8.7	7.5	5.9	110/1547	1385/13.9	14.8	16.7	152	6.8	114	1283	WHTT-F
9. WBLK-F	(B)	90/ 4.8	6.6	6.0	6.3	4.5	5.9	97/1059	1039/10.4	10.1	8.5	94	8.3	139	1132	WBLK-F
10. WMJQ-F	(CHR)	86/ 4.5	5.1	5.7	5.7	3.6	5.3	180/2673	1492/15.0	18.0	15.2	100	4.0	66	1348	WMJQ-F
11. WGR	(MOR)	80/ 4.2	3.0	4.2	3.1	3.2	3.6	93/1528	1149/11.5	13.3	11.3	133	1.7	29	641	WGR
12. WPHD-F	(AOR)	70/ 3.7	3.4	7.6	4.7	5.7	4.8	73/1234	1148/11.5	13.3	18.6	127	4.4	74	1342	WPHD-F
13. WWKB	(AC)	22/ 1.2	1.6	1.1	3.3	4.1	1.8	24/729	579/ 5.8	6.4	14.2	92	2.0	34	792	WWKB
WGKT	(AC)	22/ 1.2	1.0	0.6	0.3	0.3	0.8	22/526	526/ 5.3	3.7	1.6	150	1.0	17	237	WGKT

12+ FM SHARE (METRO): 72.65% (1246 of 1715) (WIN 88: 70.90%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKSE-F>>	1 WGR -F	1 WKSE-F	1 WBUF-F<	1 WBUF-F	1 WBEN <	1 WBEN >	1 WJYE-F	1 WKSE-F	1 WKSE-F>	1 WBEN >>
2 WBLK-F	2 WKSE-F>	2 WGR -F	2 WKSE-F	2 WKSE-F<	2 WYRK-F	2 WKSE-F<	2 WYRK-F	2 WJYE-F<	2 WBEN	2 WJYE-F>>
3 WMJQ-F>	3 WPHD-F	3 WBUF-F	3 WHTT-F	3 WYRK-F	3 WJYE-F	3 WYRK-F	3 WKSE-F<	3 WYRK-F>	3 WYRK-F	3 WBUF-F<
4 WGR -F	4 WHTT-F<	4 WHTT-F<	4 WYRK-F<	4 WJYE-F	4 WECK >	4 WGR -F	4 WGR -F	4 WBUF-F	4 WBLK-F	4 WYRK-F<
5	5 WBUF-F	5 WYRK-F	5 WJYE-F	5 WHTT-F	5 WBUF-F	5 WBUF-F<	5 WBUF-F<	5 WGR -F	5 WJYE-F	5 WGR -F
6	6 WMJQ-F	6 WJYE-F	6 WGR -F	6 WBEN	6 WGR	6 WJYE-F	6 WECK	6 WECK	6 WGR -F	
7	7	7 WPHD-F	7 WBEN	7 WGR -F	7 WKSE-F	7 WHTT-F	7 WBEN	WBEN	7 WMJQ-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKSE-F>>	1 WKSE-F>	1 WBUF-F	1 WKSE-F	1 WBUF-F	1 WGR -F>>	1 WGR -F>>	1 WGR -F	1 WGR -F>	1 WYRK-F<
2 WGR -F>	2 WBUF-F	2 WKSE-F	2 WBUF-F>	2 WJYE-F	2 WPHD-F	2 WKSE-F<	2 WKSE-F<	2 WKSE-F	2 WBEN
3 WMJQ-F	3 WJYE-F	3 WHTT-F	3 WJYE-F>	3 WKSE-F	WKSE-F	3 WPHD-F>	3 WPHD-F	3 WHTT-F	3 WGR -F
WJYE-F	WBLK-F	WBLK-F	4 WYRK-F	4 WYRK-F	4 WYRK-F	4 WHTT-F	4 WHTT-F	4 WYRK-F	4 WHTT-F
5 WPHD-F	5 WGR -F	5 WJYE-F	5 WHTT-F	5 WHTT-F	5 WMJQ-F	5 WYRK-F	5 WGR	5 WPHD-F	5 WKSE-F
WBUF-F	6 WHTT-F<	6 WMJQ-F	WBLK-F	6 WBLK-F	6 WHTT-F	6 WMJQ-F	6 WYRK-F	6 WBEN	6 WGR
7 WBLK-F	7 WMJQ-F	7 WPHD-F	7 WGR -F	7 WBEN			WMJQ-F		7 WPHD-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBMW-F	107.7	Weathersfield	1.1/2.9
WDCX-F	99.5	Buffalo	1.0/3.3
WHLD	1270	Niagara Falls	0.5/2.1
WHTT	1120	Buffalo	0.5/1.3
WJJL	1440	Niagara Falls	0.4/1.9
WLVL	1340	Lockport	0.3/1.0
WUFO	1080	Amherst	0.7/3.0
WXRL	1300	Lancaster/Buffalo	0.5/3.2
CFNY-F	102.1	Brampton ON	0.7/2.6
CILQ-F	107.1	Toronto	0.3/1.4
CJFT	530	Ft. Erie ON	0.4/1.9

RADIO STATIONS

WBEN,	930,	5 KW (DA-N)	, MOR	CBS,	$ 80.00	(Eastman)		
WECK,	1230,	1 KW	, NOSTALGIA	CBS,	$ 41.00	(Roslin)		
WGR ,	550,	5 KW (DA-N)	, MOR/AC	ABC-E,	$ 45.00	(Katz)		
WHTT,	1120,	1 KW (DAYS)	, CLASSIC AOR	,	$ NA	(MMR)	Pyramid	
WUFO,	1080,	1 KW (DAYS)	, BLACK/GOSPEL	SBN,	$ 16.00	(Roslin)	Sheridan	
WWKB,	1520,	50 KW (DA-1)	, BUSINESS NEWS	,	$ 45.00	(HNWH)	Price	
WXRL,	1300,	1 KW/2.5 KW(DA-2)	, COUNTRY	MBS,	$ 18.00	(---)		(LANCASTER)
WBLK-F,	93.7,	50 KW @ 400,	BLACK	CBS-R,	$ 44.00	(Durpetti)		
WBUF-F,	92.9,	91 KW @ 580,	AC	,	$ 72.00	(Mc-Guild)	Lincoln	
WDCX-F,	99.5	17 KW @ 430,	RELIGION	,	$ 21.00	(---)	Crawford	
WHTT-F,	104.1,	50 KW @ 500,	CLASSIC AOR	,	$ 64.00	(MMR)	Pryamid	
WJYE-F,	96.1,	50 KW @ 480,	BTFL/EZ	,	$ 70.00	(Christal)		
WKSE-F,	98.5,	46 KW @ 380,	CHR	SOURCE,	$ 57.00	(HNWH)	Price	
WMJQ-F,	102.5,	110 KW @ 1347,	CHR	ABC-R,	$ 51.00	(Eastman)		
WPHD-F,	103.3,	49 KW @ 423,	AOR	CBS-R,	$ 49.00	(CBS)		
WGR-F ,	96.9,	13 KW @ 390,	AOR	,	$ 43.00	(Katz)		
WYRK-F,	106.5,	50 KW @ 390,	COUNTRY	,	$ 63.00	(Mc-Guild)	Stoner	
WBMW-F,	107.7,	14 KW @ 650,	JAZZ/NEW AGE	SMN,US1,	$ 32.00	(Torbet)		(WETHERSFIELD)

CHARLOTTE

Arbitron Rank/Pop (12+): 41/909,600

MSA Rank/Pop: 44/1,092,800
ADI # 31
Average Person Ratings: 16.5
Market TSL: 22.25 hours

Stations: 30/21
Diaries: 1239/734:1/54.9%
Sample Target: 1130
% Below Line: 5.1
% Not Listed: 12.8

1988 Revenue: $30,400,000
HH Inc.: $31,563
Retail $: 8.0 Bil
Pop per Station: 43,314
#1 Biller: WSOC-AF $5,200,000

12+ METRO		1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WSOC-F	(C)	191/12.7	15.6	14.7	13.7	14.4	14.2	382/4506	2167/23.8	26.6	23.5	107	14.2	230	2685	WSOC-F
2. WPEG-F	(B)	161/10.7	9.9	9.4	8.3	10.5	9.6	200/1933	1479/16.3	16.1	16.5	107	12.6	205	1517	WPEG-F
3. WCKZ-AF	(U/CHR)	124/ 8.3	8.5	9.4	9.9	6.6	9.0	183/2751	1694/18.4	17.4	14.4	61	13.4	218	1948	WCKZ-AF
4. WRFX-F	(AOR)	110/ 7.3	6.9	7.6	8.6	5.8	7.6	144/1782	1319/14.5	13.4	12.8	123	9.1	148	1384	WRFX-F
5. WLVK-F	(C)	92/ 6.1	5.6	7.5	5.9	6.9	6.3	209/2330	1112/12.2	13.1	12.7	121	6.4	104	1105	WLVK-F
6. WEZC-F	(AC)	87/ 5.8	5.7	4.4	3.4	4.1	4.8	121/1714	939/10.3	11.0	6.9	93	5.2	85	1124	WEZC-F
WBT	(MCR)	87/ 5.8	6.0	5.1	6.7	5.8	5.9	103/1641	1309/14.4	16.4	12.9	74	4.6	75	1400	WBT
8. WMXC-F	(AC)	85/ 5.7	4.6	6.0	6.2	7.6	5.6	146/1936	1255/13.8	12.9	15.7	154	0.0	0	0	WMXC-F
9. WROQ-F	(CHR)	79/ 5.3	4.7	6.0	5.2	5.1	5.3	194/3280	1436/15.8	16.2	15.3	81	6.0	97	1423	WROQ-F
10. WBCY-F	(CHR)	75/ 5.0	4.7	4.8	5.9	5.9	5.1	160/3163	1476/16.2	16.4	16.8	78	4.6	75	1169	WBCY-F
11. WWMG-F	(AC)	59/ 3.9	4.8	4.7	5.8	4.2	4.8	134/1860	1073/11.8	11.3	8.2	159	3.0	49	812	WWMG-F

12+ FM SHARE (METRO): 87.93% (1151 of 1309) (WIN 88: 85.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WCKZ-AF>>	1 WPEG-F	1 WPEG-F	1 WSOC-F<	~~1 WSOC-F~~	1 WSOC-F>	1 WSOC-F>	1 WSOC-F>	1 WSOC-F	1 WPEG-F<	1 WSOC-F>>
2 WBCY-F>	2 WRFX-F>	2 WSOC-F	2 WPEG-F	2 WPEG-F	2 WBT	2 WPEG-F<	2 WMXC-F<	2 WPEG-F	2 WCKZ-AF	2 WLVK-F>>
3 WPEG-F	3 WROQ-F<	3 WRFX-F	3 WRFX-F	3 WRFX-F<	3 WEZC-F	3 WRFX-F	3 WPEG-F	3 WCKZ-AF	3 WBT	3 WPEG-F
4 WROQ-F>	4 WCKZ-AF	4 WMXC-F<	4 WMXC-F	4 WMXC-F	4 WLVK-F	4 WBT	4 WEZC-F<	4 WRFX-F	4 WSOC-F	4 WBT
5 WSOC-F>	5 WSOC-F	5 WCKZ-AF	5 WLVK-F	5 WLVK-F	5 WPEG-F	5 WMXC-F	5 WCKZ-AF<	5 WMXC-F	5 WROQ-F	WBCY-F
6	6 WBCY-F	6 WLVK-F	6 WWMG-F	6	6 WMXC-F	WCKZ-AF	6 WLVK-F	6 WBCY-F	6	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WCKZ-AF>	1 WPEG-F>	1 WPEG-F>	1 WPEG-F	1 WSOC-F	1 WROQ-F	1 WRFX-F	1 WRFX-F>	1 WRFX-F	1 WRFX-F
2 WPEG-F	2 WCKZ-AF	2 WMXC-F	2 WSOC-F	2 WPEG-F	WPEG-F>	2 WPEG-F	2 WPEG-F>	2 WPEG-F	2 WSOC-F
3 WBCY-F	3 WRFX-F	3 WRFX-F	3 WCKZ-AF	3 WMXC-F>	3 WRFX-F	3 WROQ-F>	3 WROQ-F	3 WSOC-F	3 WPEG-F>
4 WRFX-F	4 WBCY-F	4 WCKZ-AF	4 WMXC-F>	4 WLVK-F<	4 WCKZ-AF	4 WSOC-F	4 WSOC-F>	4 WROQ-F	4 WLVK-F
5 WSOC-F	5 WSOC-F	5 WSOC-F	5 WBCY-F	5 WWMG-F<	5 WLVK-F>	5 WCKZ-AF	5 WMXC-F>	5 WLVK-F	5 WMXC-F
6	6	6	6	6 WEZC-F	6	6 WLVK-F<	6	6	6 WROQ-F
				7 WCKZ-AF		7 WMXC-F			

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAES	610	Charlotte	0.5/2.3	WBBO	780	Forest City	
WAME	1480	Charlotte	0.7/2.0	WBBO-F	93.3	Forest City	0.7/1.6
WGIV	1600	Charlotte	0.9/2.8	WFGW	1010	Black Mountain	0.3/0.8
WGSP	1310	Charlotte	0.6/1.0	WKRR-F	92.3	Asheboro/Greensboro	0.4/1.2
WHVN	1240	Charlotte	0.3/1.8	WKSI-F	98.7	Greensboro/W-S	0.5/1.3
WNOW	1030	Mint Hill	0.3/1.3	WMIT-F	106.9	Black Mountain	1.5/3.5
WRDX-F	106.5	Salisbury/Charlotte	1.1/3.1	WOJY-F	100.3	High Pt./Greens	0.3/0.8
WSOC	930	Charlotte	0.4/3.0	WSPA-F	98.9	Spartanburg	0.7/2.6
WTYC	1150	Rock Hill	0.7/0.9	WXRC-F	95.7	Hickory	0.6/3.3

RADIO STATIONS

WAES, 610, 5 KW/1 KW (DA-2)	, OLDIES	,$ NA	(Republic)		
WAME, 1480, 5 KW (DA-2)	, RELIGION	,$ 15.00	(Starcom)	Swaggert	
WBT , 1110, 50 KW (DA-N)	, MOR/AC	MBS,NBC,$ 80.00	(Banner)	Jeff-Pilot	
WGIV, 1600, 1 KW (DA-2)	, BLACK	NBN,$ 26.00	(HNWH)		
WGSP, 1310, 1 KW (DAYS,DA)	, ? ?	,$ 16.00	(---)		
WHVN, 1240, 1 KW (DA-1)	, RELIGION	NBC,ABC-I,$ NA	(---)	Buck	
WQCC, 1540, 1 KW (DAYS)	, GOSPEL	,$ NA	(Savalli)		
WSOC, 930, 5 KW/1 KW (DA-N)	, COUNTRY	,$ NA	(Christal)	Cox	
WBCY-F, 107.9, 97 KW @ 970	, CHR	,$ 71.00	(Banner)	Jeff-Pilot	
WEZC-F, 104.7, 100 KW @ 1230	, AC	,$109.00	(CBS)	EZ	
WLVK-F, 96.9, 100 KW @ 1554	, COUNTRY	ABC-I,$ 65.00	(Republic)	Capitol-Johnson	
WROQ-F, 95.1, 100 KW @ 570	, CHR	US 1,$ 60.00	(Republic)		
WSOC-F, 103.7, 100 KW @ 1040	, COUNTRY	,$120.00	(Christal)	Cox	
WCKZ-F, 101.9, 100 KW @ 870	, URBAN/CHR	US 2,$ 50.00	(Durpetti)	Beasley	
WPEG-F, 97.9, 50 KW @ [illegible]	, BLACK	CBS-R,$ 70.00	(HNWH)	Broadcast Partners	(CONCORD)
WRFX-F, 99.7, 100 KW @ 1044	, AOR	,$ 56.00	(Mc-Guild)	Pyramid	(KANNAPOLIS)
WWMG-F, 96.1, 100 KW @ 1745	, AC/OLDIES	,$ 45.00	(Katz)	Voyager	(SHELBY)
WXRC-F, 95.7, 100 KW @ 1275	, AOR	ABC-R,$ 30.00	(---)		(HICKORY)
WRLX-F, 102.9, 31 KW @ 1535	, BTFL/EZ	,$ 28.00	(CBS)	Keymarket	(HICKORY)

American Radio Winter, 1989, Copyright 1989

CHATTANOOGA

Arbitron Rank/Pop (12+): 96/357,300

MSA Rank/Pop: 110/427,200
ADI # 84
Average Person Ratings: 16.4
Market TSL: 22.0 hours

Stations: 16/15
Diaries: 730/489:1/53.4%
Sample Target: 760
% Below Line: 0.5
% Not Listed: 12.9

1988 Revenue: $11,900,000
HH Inc.: $27,241
Retail $: 3.0 Bil
Pop per Station: 23,820
#1 Biller: WSKZ-F $2,400,000

12+ METRO		1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WSKZ-F	(CHR)	88/15.0	17.9	20.0	18.4	16.0	17.8	180/2266	1145/32.0	31.9	28.8	69	24.6	165	1478	WSKZ-F
2. WUSY-F	(C)	76/12.9	14.0	10.6	13.5	14.2	12.8	173/1664	754/21.1	21.3	21.4	121	11.3	76	710	WUSY-F
WDEF-F	(EZ)	76/12.9	11.4	10.4	10.8	11.0	11.9	98/1139	840/23.5	21.6	21.5	78	8.9	60	721	WDEF-F
4. WLMX-F	(AC)	73/12.4	8.6	7.9	7.6	9.7	9.1	86/1026	826/23.1	19.8	21.5	144	7.7	52	895	WLMX-F
5. WDOD-F	(C)	50/ 8.5	7.8	9.2	10.3	9.4	8.9	72/1031	641/17.9	17.4	18.1	121	8.9	60	636	WDOD-F
6. WJTT-F	(B)	48/ 8.2	8.8	9.4	8.4	7.9	8.7	54/592	463/13.0	12.7	13.5	99	12.1	81	550	WJTT-F
7. WDEF	(MOR)	26/ 4.4	3.1	4.1	4.2	6.1	3.9	26/403	390/10.9	9.9	10.5	30	3.0	20	341	WDEF
8. WNOO	(B)	18/ 3.1	3.9	4.7	4.2	2.5	4.0	19/289	264/ 7.4	6.4	4.9	110	2.7	18	252	WNOO
9. WYVY-F	(AC)	16/ 2.7	2.1	3.3	5.1	3.6	3.3	17/355	311/ 8.7	8.3	7.8	115	1.9	13	284	WYVY-F
10. WDOD	(C)	13/ 2.2	1.8	3.5	2.0	3.1	2.4	14/285	246/ 6.9	5.5	8.0	73	2.8	19	279	WDOD

12+ FM SHARE (METRO): 84.93% (434 of 511) (WIN 88: 80.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WSKZ-F>>	1 WSKZ-F>	1 WSKZ-F<	1 WLMX-F	1 WLMX-F	1 WDEF-F	1 WDEF-F	1 WLMX-F	1 WSKZ-F	1 WSKZ-F>	1 WSKZ-F>>
2 WJTT-F	2 WLMX-F>	2 WLMX-F	2 WUSY-F>	2 WUSY-F>	2 WUSY-F>	2 WSKZ-F	2 WUSY-F	2 WLMX-F	2 WJTT-F	2 WDOD-F
3 WLMX-F>>	3 WJTT-F	3 WUSY-F>	3 WSKZ-F	3 WSKZ-F	3 WDOD-F	3 WUSY-F	3 WDEF-F	3 WUSY-F	3 WLMX-F	3 WJTT-F
4	4 WUSY-F>	4 WJTT-F<	4 WDOD-F	WDOD-F<	4 WLMX-F	4 WLMX-F	4 WSKZ-F	4 WDEF-F>	4 WUSY-F	WDEF-F
5	5	5 WDOD-F	5 WJTT-F	5 WDEF-F	5 WDEF	5 WDOD-F	5 WDOD-F	5 WJTT-F<	WDEF-F	5
6	6	6 WDEF-F	WDEF-F	6 WJTT-F	6	6	6 WJTT-F	6 WDOD-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WSKZ-F>>	1 WSKZ-F>	1 WLMX-F>	1 WLMX-F	1 WLMX-F>
2 WJTT-F>>	2 WLMX-F	2 WSKZ-F>	2 WSKZ-F>	2 WUSY-F—
3 WYVY-F	3 WJTT-F>	3 WJTT-F>	3 WJTT-F	3 WDEF-F
WUSY-F	4 WUSY-F	4 WUSY-F>	4 WUSY-F	4 WSKZ-F
WLMX-F	5 WYVY-F	5	5 WDOD-F	WDOD-F
WDEF-F>	6 WDOD-F	6	WDEF-F	6 WJTT-F
	WDEF-F			

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WSKZ-F>>	1 WSKZ-F	1 WLMX-F>	1 WSKZ-F	1 WUSY-F
2 WJTT-F>	2 WLMX-F>	2 WUSY-F>	2 WUSY-F	2 WLMX-F>
3 WLMX-F	3 WUSY-F	3 WSKZ-F	3 WLMX-F>	3 WSKZ-F
WDOD-F>>	4 WJTT-F>	4 WJTT-F>	4 WDOD-F	WDOD-F
5	5 WDOD-F	5	5 WJTT-F>	5 WDEF-F
6	6	6	6 WDEF-F	6 WJTT-F

THER RATED STATIONS/METRO SHARE & CUME RATING

WDXB	1490	Chattanooga	1.2/2.7
WEPG	910	S Pittsburg	1.0/2.6
WFLI	1070	Lookout Mountn	0.3/3.9
WGOW	1150	Chattanooga	0.9/3.7
WSGC-F	101.9	Ringgold	0.7/2.4
WKLS-F	96.1	Atlanta	0.5/1.9

RADIO STATIONS

WDEF,	1370,	5 KW (DA-N)	, MOR	CBS, NBC, $ 35.00 (Katz)	Park	
WDOD,	1310,	5 KW (DA-N)	, COUNTRY	ABC-E, $ 24.00 (Banner)	Bahakel	
WFLI,	1070,	50 KW/1 KW (DA-2)	, RELIGION	ABC-I, $ 12.00 (---)		
WGOW,	1150,	5 KW/1 KW (DA-N)	, AC	, $ 25.00 (Christal)	Bloomington	
WNOO,	1260,	5 KW (DAYS)	, BLACK	SBN, $ 15.00 (Eastman)		
WDEF-F,	92.3,	100 KW @ 895,	BTFL/EZ	ABC-D, $ 46.00 (Katz)	Park	
WDOD-F,	96.5,	100 KW @ 1080,	COUNTRY	ABC-E, $ 48.00 (Banner)	Bahakel	
WJTT-F,	94.3,	3 KW @ 300,	BLACK	CBS-R, $ 30.00 (HNWH)		
WLMX-F,	105.5,	3 KW @ 300,	AC	, $ 52.00 (Republic)		(ROSSVILLE, GA)
WSKZ-F,	106.5,	100 KW @ 1076,	CHR	, $ 78.00 (Christal)	Bloomington	
WUSY-F,	100.7,	100 KW @ 500,	COUNTRY	MBS, $ 55.00 (Mc-Guild)	Colonial	(CLEVELAND)
WYVY-F,	102.3,	3 KW @ 285,	OLDIES (?)	NBC, $ 26.00 (Eastman)		

CHICAGO

Arbitron Rank/Pop (12+): 3/6,704,600

MSA Rank/Pop: 3/8,150,000
ADI # 3
Average Person Ratings: 18.6
Market TSL: 24.5 hours

Stations: 39/39
Diaries: 3,372/1985:1/53.8%
Sample Target: 3,120
% Below Line: 0.0
% Not Listed: 6.9

1988 Revenue: $207,500,000
HH Inc.: $38,507
Retail $: 56.3 Bil
Pop per Station: 171,913
#1 Biller: WGN $33,300,000

12+ METRO		1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WGN	(T)	1188/ 9.5	8.6	10.0	9.0	9.2	9.3	1352/14175	11718/17.5	21.2	18.8	68	7.8	927	8257	WGN
2. WGCI-F	(B)	923/ 7.4	6.7	7.7	9.2	9.2	7.8	923/10222	10116/15.1	14.3	16.0	95	11.9	1412	10715	WGCI-F
3. WVAZ-F	(B)	751/ 6.0	4.2	3.9	3.0	4.3	4.3	758/7769	7700/11.5	11.3	12.3	135	6.8	809	6804	WVAZ-F
4. WXEZ-AF	(REL)	643/ 5.2	6.1	5.3	5.2	5.5	5.4	674/8500	8107/11.7	12.5	0.0	77	2.7	312	3993	WXEZ-AF
5. WLUP-F	(AOR)	600/ 4.8	4.3	4.5	5.0	4.1	4.7	625/9379	8692/13.0	13.3	11.2	119	5.2	621	8295	WLUP-F
6. WBBM	(N)	596/ 4.8	6.0	5.4	5.7	6.3	5.5	669/13145	11387/17.0	18.8	19.6	60	4.8	564	8872	WBBM
7. WCKG-F	(CHR)	502/ 4.0	4.3	3.8	4.4	2.6	4.1	523/8091	7620/11.4	12.3	8.5	113	4.7	555	7608	WCKG-F
8. WBBM-F	(CHR)	469/ 3.8	3.2	3.2	3.7	4.2	3.5	481/10814	10401/15.5	15.3	14.5	68	4.6	550	9183	WBBM-F
9. WLIT-F	(AC)	449/ 3.6	3.2	3.1	4.1	3.5	3.5	452/6399	6251/ 9.3	10.5	9.5	136	2.2	262	3448	WLIT-F
10. WYTZ-F	(CHR)	444/ 3.6	4.0	4.0	3.5	3.8	3.8	480/9896	9250/13.8	14.3	12.5	64	5.0	590	9866	WYIZ-F
11. WUSN-F	(C)	425/ 3.4	3.0	2.4	2.8	2.6	2.9	430/5612	5393/ 8.0	8.0	6.8	126	4.5	536	5485	WUSN-F
12. WJMK-F	(O)	423/ 3.4	4.2	3.7	3.7	3.4	3.8	464/8856	8005/11.9	13.8	10.5	147	2.5	301	4940	WJMK-F
13. WLUP	(T)	385/ 3.1	2.8	2.9	2.3	2.6	2.8	416/5689	5116/ 7.6	6.3	6.5	119	3.1	364	3579	WLUP
14. WKQX-F	(AC)	384/ 3.1	4.1	3.1	3.0	2.0	3.3	387/8144	7856/11.7	13.8	8.8	126	3.4	400	7776	WKQX-F
15. WXRT-F	(AOR)	342/ 2.7	2.4	2.3	2.5	2.2	2.5	348/4605	4458/ 6.6	6.4	5.4	148	2.4	284	4145	WXRT-F
16. WJJD	(BB)	335/ 2.7	2.3	1.9	2.7	3.2	2.4	361/4593	4165/ 6.2	5.1	5.9	33	2.2	262	2701	WJJD
17. WTMX-F	(AC)	334/ 2.7	3.0	2.7	3.4	3.4	3.0	360/5950	5530/ 8.2	10.2	9.8	148	0.0	0	0	WTMX-F
18. WFYR-F	(O)	232/ 1.9	1.8	2.4	2.1	2.2	2.0	243/5950	5511/ 8.2	8.9	8.5	142	3.1	373	5869	WFYR-F
19. WOJO-F	(SP)	206/ 1.6	1.2	1.3	1.4	2.0	1.4	206/2085	2085/ 3.1	3.1	3.1	138	1.0	119	1903	WOJO-F
20. WMAQ	(N)	202/ 1.6	1.4	1.7	1.6	1.1	1.6	228/5999	4967/ 7.4	6.6	6.2	81	1.5	176	4862	WMAQ
21. WLS	(AC)	195/ 1.6	1.6	1.9	1.7	1.7	1.7	295/6139	3893/ 5.8	5.5	5.9	100	1.1	133	3484	WLS
22. WNIB-F	(CL)	168/ 1.3	1.4	1.3	0.9	1.2	1.2	171/3177	3064/ 4.6	4.1	4.4	115	1.3	149	1915	WNIB-F
23. WNUA-F	(J/NA)	167/ 1.3	2.5	2.1	1.8	1.5	1.9	173/3914	3658/ 5.5	6.2	6.0	154	2.3	275	4215	WNUA-F
24. WFMT-F	(CL)	151/ 1.2	1.3	1.2	0.8	1.3	1.1	154/3154	3090/ 4.6	4.7	4.9	100	1.6	191	2831	WFMT-F
25.																

12+ FM SHARE (METRO): 65.89% (7670 of 11641) (WIN 88: 66.82%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGCI-F<	1 WLUP-F	1 WGCI-F<	1 WVAZ-F	1 WVAZ-F	1 WGN >	1 WGN >	1 WXEZ-AF	1 WGN <	1 WVAZ-F	1 WGN >>
2 WYTZ-F	WGCI-F	2 WVAZ-F	2 WGCI-F	2 WGCI-F	2 WXEZ-AF	2 WGCI-F	2 WGN	2 WGCI-F>	2 WGCI-F>	2 WBBM >>
3 WBBM-F>>	3 WVAZ-F	3 WLUP-F	3 WLUP-F	3 WGN	3 WBBM >	3 WLUP-F<	3 WLIT-F	3 WVAZ-F	3 WGN >	3 WGCI-F>>
4 WCKG-F<	4 WCKG-F>	4 WCKG-F	4 WGN	4 WLUP-F	4 WJJD	4 WBBM >	WGCI-F<	WLUP	4 WYTZ-F<	4 WVAZ-F>>
5 WVAZ-F	5 WLUP <	5 WLUP	5 WCKG-F<	5 WJMK-F<	5 WJMK-F<	5 WVAZ-F	5 WVAZ-F<	5 WCKG-F<	5 WBBM	5 WXEZ-F>>
6 WLUP-F	6 WXRT-F	WLIT-F	6 WJMK-F<	6 WLIT-F	6 WUSN-F	6 WXEZ-AF	6 WLUP-F	6 WXEZ-AF	6 WBBM-F>	6 WMAQ >>
7 WJMK-F>	7 WBBM-F	WGN <	7 WLIT-F	7 WCKG-F	7 WLIT-F<	WBBM-F	WCKG-F	7 WLUP-F	7 WXEZ-AF	7 WNUA-F
8 WKQX-F	8 WKQX-F	8 WXRT-F	8 WXRT-F	8 WUSN-F	8 WGCI-F	8 WYTZ-F	8 WUSN-F	8 WBBM-F	WJMK-F	8 WOJO-F
WGN <	9 WYTZ-F	WKQX-F	WTMX-F	9 WXEZ-AF	9 WVAZ-F>	9 WKQX-F<	9 WTMX-F	9 WYTZ-F	WCKG-F	9
10 WVVX-F	10 WLIT-F	WJMK-F	10 WKQX-F	WXRT-F	10 WMAQ	10 WLIT-F	10 WLUP	WLIT-F	10 WUSN-F	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGCI-F	1 WVAZ-F	1 WVAZ-F>	1 WVAZ-F	1 WVAZ-F	1 WGCI-F<	1 WLUP-F	1 WLUP-F	1 WLUP-F	1 WLUP-F<
2 WBBM-F	2 WGCI-F>	2 WGCI-F>	2 WGCI-F>	2 WGCI-F	2 WLUP-F<	2 WCKG-F	2 WCKG-F	2 WCKG-F<	2 WGN
3 WVAZ-F	3 WLUP-F	3 WLUP-F	3 WLIT-F	3 WLIT-F	3 WCKG-F>	3 WGCI-F	3 WVAZ-F	3 WGCI-F	3 WVAZ-F<
4 WLUP-F>	4 WBBM-F	4 WLIT-F<	4 WLUP-F<	4 WGN	4 WLUP >	4 WVAZ-F	4 WXRT-F	4 WVAZ-F	4 WCKG-F<
5 WYTZ-F	5 WLIT-F<	5 WTMX-F	5 WTMX-F<	5 WTMX-F	5 WVAZ-F	5 WLUP	WGCI-F	5 WLUP	5 WGCI-F
WKQX-F	6 WKQX-F<	6 WKQX-F	6 WKQX-F<	6 WKQX-F	6 WYTZ-F	6 WXRT-F>	6 WLUP >>	6 WXRT-F	6 WJMK-F<
7 WLIT-F	7 WYTZ-F	7 WYTZ-F	7 WBBM-F	7 WXEZ-AF<	7 WBBM-F	7 WBBM-F<	7 WKQX-F	7 WGN	7 WLUP <
8 WCKG-F<	8 WTMX-F	8 WXRT-F	8 WYTZ-F	8 WJMK-F	8 WXRT-F	8 WKQX-F	8 WUSN-F<	8 WJMK-F	8 WXRT-F<
9 WUSN-F	9 WCKG-F	WCKG-F	9 WGN <	9 WLUP-F	9 WKQX-F>	9 WYTZ-F	9 WOJO-F<	9 WUSN-F	9 WUSN-F>
10 WTMX-F	10 WXRT-F	10 WBBM-F	10 WJMK-F	10 WUSN-F	10 WUSN-F	10 WUSN-F	10 WTMX-F	10 WKQX-F	10 WBBM

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBUS-F	99.9	KANKAKEE	0.3/1.6
WGCI	1390	CHICAGO	0.4/1.8
WIND	560	CHICAGO	0.5/1.8
WJKL-F	94.3	ELGIN	0.3/0.9
WJOB	1230	HAMMOND	0.3/1.3
WJOL	1340	JOLIET	0.3/0.6
WJPC	950	CHICAGO	0.2/0.8
WKRS	1220	WAUKEGAN	0.5/0.5
WLNR-F	106.3	LANSING	0.7/2.4
WTAQ	1300	LA GRANGE	0.4/0.9
WVON	1450	CHICAGO	0.9/1.2
WVVX-F	103.1	HIGHLAND PARK	0.4/1.4
WYCA-F	92.3	HAMMOND	0.4/1.3
WYSY-F	107.9	AURORA	0.6/2.1

RADIO STATIONS

AM STATIONS

WBBM	780	50 KW	NEWS	CBS	$220.00	(CBS)	CBS
WGCI	1390	5 KW (DA-2)	URBAN		$ NA	(Mc-Guild)	Gannett
WGN	720	50 KW	VARIETY/TALK	ABC-1	$310.00	(Christal)	Tribune Co.
WIND	560	5 KW (DA-2)	HISPANIC		$ 75.00	(Katz)	Tichenor
WJJD	1160	50 KW/4KW (DA-2)	NOSTALGIA	US 2	$125.00	(Katz)	Infinity
WJPC	950	1 KW/5KW (DA-N)	BLACK		$ 65.00	(---)	Johnson Prod.

WLS	890	50 KW	AC	ABC-C	$145.00	(Banner)	Cap Cities/ABC
WLUP	1000	50 KW (DA-2)	TALK/AOR	MBS	$100.00	(MMR)	Evergreen
WMAQ	670	50 KW	NEWS	APR,NBC	$125.00	(Group W)	Westinghouse
WSBC	1240	1 KW	ETHNIC		$ 21.00	(---)	
WVON	1450	1 KW	BLACK		$ 50.00	(Roslin)	
WXEZ	820	5KW/1KW (DA-N)	EZ	MBS	$ NA	(Republic)	Century

FM STATION

WBBM	96.3	6 KW @ 1174	CHR	CBS-R	$145.00	(CBS)	CBS
WCKG	105.9	4 KW @ 1575	CLASSIC AOR		$143.00	(Katz)	Cox
WCLR	101.9	4 KW @ 1560	AC		$172.00	(Mc-Guild)	Bonneville
WFMT	98.7	16 KW @ 1167	CLASSICAL		$125,00	(HNWH)	
WFYR	103.5	4 KW @ 1548	AC/OLDIES	US 1	$130.00	(Republic)	RKO/Summit
WGCI	107.5	33 KW @ 600	URBAN		$200.00	(Mc-Guild)	Gannett
WJMK	104.3	4 KW @ 1575	OLDIES	US 2	$166.00	(Katz)	Infinity
WKQX	101.1	6 KW @ 1170	CONTEMP/AC	Source	$158.00	(HNWH)	Emmis
WLAK	93.9	5 KW @ 1581	SOFT AC		$172.00	(Christal)	Viacom

WLUP	97.9	6 KW @ 1170	AOR		$ 21.00	(MMR)	Statewide
WNIB	97.1	8 KW @ 1196	CLASSICAL		$ 95.00	(CMBS)	
WNUA	95.5	6 KW @ 1170	JAZZ/NEW AGE		$105.00	(Durpetti)	Pyramid
WUSN	99.5	6 KW @ 1170	COUNTRY	ABC-D	$160.00	(MMR)	Cook Inlet
WXEZ	100.3	6 KW @ 1167	BTFL/EZ	ABC-E	$195.00	(Republic)	Century
WXRT	93.1	7 KW @ 1310	AOR		$165.00	(CBS)	
WYTZ	94.7	4 KW @ 1535	CHR	ABC-R	$151.00	(Banner)	Cap Cities/ABC
WVAZ	102.7	6 KW @ 1170	BLACK OLDIES	ABC-F	$165.00	(Durpetti)	Broadcast Partners
WOJO	105.1	6 KW @ 1174	SPANICH		$ 85.00	(Katz Hisp.)	Tichenor
WTWV	106.7	50 KW @ 330	JAZZ/NEW AGE	SMN	$ 60.00	(Roslin)	

CINCINNATI

Arbitron Rank/Pop (12+): 30/1,165,500

MSA Rank/Pop: 31/1,427,200
ADI # 30
Average Person Ratings: 17.7
Market TSL: 23.0 hours

Stations: 28/23
Diaries: 1464/796:1/58.4%
Sample Target: 1340
% Below Line: 3.2
% Not Listed: 7.1

1988 Revenue: $49,200,000
HH Inc.: $33,116
Retail $: 12.0 Bil
Pop per Station: 50,673
#1 Biller: WLW $10,000,000

12+ METRO			1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME -RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1.	WEBN-F	(AOR)	244/11.9	10.7	11.6	13.6	12.4	11.9	296/3482	2915/25.0	23.5	24.7	94	15.9	315	3269	WEBN-F
2.	WKRQ-F	(CHR)	193/ 9.4	9.2	10.3	9.9	9.2	9.7	272/3944	2817/24.2	24.6	26.3	76	11.0	217	3181	WKRQ-F
3.	WWEZ-F	(EZ)	189/ 9.2	9.0	8.2	7.5	9.6	8.5	218/2224	1794/15.4	16.4	16.8	70	7.6	151	1387	WWEZ-F
4.	WLW	(MOR)	181/ 8.8	8.5	11.4	12.3	6.9	10.3	258/4291	3063/26.3	25.2	19.5	106	7.5	149	2366	WLW
5.	WWNK-F	(AC)	135/ 6.6	5.6	3.9	4.6	3.4	5.2	165/2482	1868/16.0	13.5	11.4	127	5.3	104	1726	WWNK-F
	WKRC	(MOR)	135/ 6.6	4.6	5.9	6.9	8.1	6.0	150/2606	2234/19.2	19.4	18.1	95	5.4	106	1570	WKRC
7.	WRRM-F	(AC)	110/ 5.3	6.1	5.2	3.9	5.6	5.1	126/1955	1654/14.2	14.6	13.6	142	3.0	60	1192	WRRM-F
8.	WCKY	(N/T)	101/ 4.9	5.7	4.0	4.8	5.8	4.8	108/1477	1291/11.1	11.8	10.5	39	5.1	101	1221	WCKY
9.	WUBE-F	(C)	94/ 4.6	6.4	4.2	5.7	4.8	5.2	144/2121	1397/12.0	12.1	9.8	137	5.9	117	1382	WUBE-F
	WOFX-F	(AC)	94/ 4.6	5.5	4.4	3.0	4.6	4.4	118/2047	1559/13.4	15.5	10.5	135	4.7	93	1481	WOFX-F
11.	WBLZ-F	(B)	81/ 3.9	3.7	4.8	3.3	4.5	3.9	90/1455	1214/10.4	9.7	10.2	85	7.6	150	1717	WBLZ-F
12.	WIZF-F	(B)	73/ 3.5	3.1	3.6	3.1	3.2	3.3	76/951	893/ 7.7	6.8	5.9	106	3.7	73	1363	WIZF-F
13.	WBVE-F	(C)	56/ 2.7	2.7	3.5	3.4	4.2	3.1	140/1841	897/ 7.7	7.5	9.1	156	3.1	62	962	WBVE-F
14.																	
15.																	

12+ FM SHARE (METRO): 72.23% (1381 of 1912) (WIN 88: 0.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKRQ-F>>	1 WEBN-F>>	1 WEBN-F>	1 WEBN-F>	1 WEBN-F	1 WWEZ-F	1 WEBN-F	1 WWEZ-F	1 WEBN-F	1 WLW	1 WCKY
2 WEBN-F	2 WKRQ-F>	2 WKRQ-F	2 WWNK-F<	2 WLW	2 WLW	2 WKRC	2 WEBN-F	2 WKRQ-F	2 WKRQ-F	2 WEBN-F<
3 WBLZ-F	3 WOFX-F	3 WWNK-F	3 WLW	3 WWNK-F	3 WKRC	3 WLW	3 WKRQ-F	3 WWEZ-F<	3 WEBN-F>	3 WLW
4 WIZF-F>	4 WWNK-F	4 WRRM-F<	4 WKRQ-F<	4 WRRM-F	4 WCKY >	4 WKRQ-F>	4 WLW	4 WLW	4 WCKY <	4 WUBE-F
5 WWNK-F>>	5 WRRM-F	5 WLW	5 WRRM-F	5 WKRQ-F	5 WUBE-F	5 WWEZ-F	5 WWNK-F	5 WWNK-F	5 WBLZ-F	5 WOFX-F
6	6 WLW	6 WOFX-F	6 WOFX-F	6 WWEZ-F<	6 WWNK-F<	6 WCKY	6 WRRM-F	6 WRRM-F	6 WWNK-F	6 WKRC
7	7 WBLZ-F<	7	7 WUBE-F<	7 WUBE-F	7 WRRM-F	7 WWNK-F	7 WOFX-F<	7 WKRC	7 WOFX-F	7
8	8 WIZF-F	8	8 WKRC	WKRC <	8	8 WUBE-F	8 WKRC <	8 WOFX-F	8	8
9	9	9	9	9 WOFX-F	9	9	9 WUBE-F	9 WIZF-F	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKRQ-F<	1 WEBN-F	1 WEBN-F	1 WWNK-F<	1 WWNK-F	1 WEBN-F>>	1 WEBN-F>>	1 WEBN-F>	1 WEBN-F>>	1 WEBN-F
2 WEBN-F>	2 WKRQ-F>	2 WWNK-F	2 WKRQ-F	2 WRRM-F	2 WKRQ-F>	2 WOFX-F	2 WOFX-F	2 WLW	2 WLW >
3 WWNK-F	3 WWNK-F	WKRQ-F	3 WEBN-F	3 WWEZ-F	3 WOFX-F>	3 WKRQ-F	3 WLW	3 WOFX-F	3 WOFX-F
4 WBLZ-F	4 WRRM-F	4 WRRM-F	4 WRRM-F>	4 WKRQ-F	4 WWNK-F	4 WLW >	4 WKRQ-F>	4 WKRQ-F	4 WKRC <
5 WRRM-F	5 WOFX-F	5 WOFX-F>	5 WBLZ-F<	5 WEBN-F	WRRM-F	5 WWNK-F<	5 WWNK-F	5 WWNK-F	5 WKRQ-F<
6 WOFX-F	6 WBLZ-F>	6 WLW	6 WUBE-F	6 WUBE-F	WIZF-F>	6 WRRM-F	6 WRRM-F	6 WRRM-F<	6 WWNK-F
7 WIZF-F	7 WIZF-F	7 WWEZ-F	WOFX-F	7 WLW	7 WLW	7 WIZF-F	WKRC	7 WKRC	7 WUBE-F
8	8	WUBE-F	8	8	WBLZ-F	8 WKRC	8 WIZF-F	8	WRRM-F
9	9	WBLZ-F	9	9	9	9	9	9	9

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAKW-F	93.3	Cincinnati	1.1/3.9
WCIN	1480	Cincinnati	0.5/2.3
WDJO	1230	Cincinnati	0.4/2.3
WMLX	1180	Florence	0.9/2.0
WNOP	740	Newport	1.3/1.6
WOXY-F	97.7	Oxford	0.4/1.6
WRBZ-F	107.1	Milford	0.7/2.5
WSAI	1360	Cincinnati	1.6/5.3
WSCH-F	99.3	Aurora	0.4/0.9
WTSJ	1050	Cincinnati	0.6/1.4
WGTZ-F	92.9	Eaton	0.6/1.6
WHKO-F	99.1	Dayton/Sprgfld	0.6/2.4
WPFB	910	Middletown/Ketr	0.3/0.7
WPFB-F	105.9	Middletown	1.2/2.9
WTUE-F	104.7	Dayton	0.4/2.4

RADIO STATIONS

AM STATIONS

WCIN,	1480,	5 KW/500 W (DA-2),	CLASSICAL	NBN,SBN,	$ 25.00	(CMBS)		
WCKY,	1530,	50 KW (DA-N)	, NEWS/TALK	CBS,NBC,	$ 62.00	(CBS)	Federated	
WDJO,	1230,	1 KW	, OLDIES	US 2,	$ 28.00	(Christal)	American	
WKRC,	550,	5 KW/1 KW (DA-2)	, MOR/AC	ABC-E,	$ 90.00	(Katz)	Great American	
WLW ,	700,	50 KW	, MOR	ABC-I,	$ 92.00	(Eastman)	Jacor	
WNOP,	740,	1 KW (DAYS,DA)	, JAZZ/VARIETY	,	$ 20.00	(---)		(NEWPORT, KY)
WTSJ,	1050,	1 KW/278	, RELIGION	,	$ 20.00	(AM. Sunrise)		
WSAI,	1360,	5 KW (DA-N)	, OLDIES	,	$ 28.00	(MMR)	Booth	

FM STATIONS

WBLZ,	103.5,	19 KW @ 790,	BLACK	,	$ 65.00	(Republic)	Dalton	(HAMILTON)
WBVE,	96.5,	20 KW @ 810,	COUNTRY	ABC-D,	$ 50.00	(Eastman)	Reams	(HAMILTON)
WEBN,	102.7,	17 KW @ 876,	AOR	,	$103.00	(Eastman)	Jacor	
WIZF,	100.9,	1 KW @ 466,	BLACK	,	$ 35.00	(Banner)	Interurban	(ERLANGER, KY)
WLLT,	94.9,	27 KW @ 650,	AC	,	$ 57.00	(Republic)	Hoker	(FAIRFIELD)
WRBZ,	107.1,	3 KW @ 300,	AC	,	$ 36.00	(K & P)		(MILFORD)
WKRQ,	101.9,	16 KW @ 880,	CHR	ABC-F,	$107.00	(Katz)	Great American	
WRRM,	98.5,	15 KW @ 810,	AC	,	$ 85.00	(Christal)	Susquehanna	
WUBE,	105.1,	14 KW @ 920,	COUNTRY	,	$ 74.00	(Christal)	American	
WWEZ,	92.5,	11 KW @ 905,	BTFL/EZ	,	$ 70.00	(CBS)	Federated	
WWNK,	94.1,	32 KW @ 550,	AC	,	$ 52.00	(MMR)	Booth	

CLEVELAND

Arbitron Rank/Pop (12+): 22/1,754,500

MSA Rank/Pop: 24/1,843,700
ADI # 11
Average Person Ratings: 18.4
Market TSL: 24.0 hours

Stations: 27/22
Diaries: 1677/1046:1/55.5%
Sample Target: 1640
% Below Line: 3.3
% Not Listed: 10.1

1988 Revenue: $45,900,000
HH Inc.: $33,340
Retail $: 13.8 Bil
Pop per Station: 79,750
#1 Biller: WMMS-F $8,600,000

12+ METRO		1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WMMS-F	(AOR)	328/10.2	9.6	10.2	10.0	12.4	10.0	427/6726	4716/26.9	23.6	26.4	141	14.1	440	5433	WMMS-F
2. WQAL-F	(EZ)	312/ 9.7	7.7	7.5	8.9	11.4	8.4	354/3550	2899/16.5	16.0	18.2	61	5.4	169	1858	WQAL-F
3. WLTF-F	(AC)	235/ 7.3	8.3	8.3	7.4	6.3	7.8	292/4577	3421/19.5	19.7	18.2	136	8.9	278	3300	WLTF-F
4. WZAK-F	(B)	233/ 7.2	7.3	7.5	7.0	8.0	7.3	252/2743	2284/13.0	11.3	12.4	107	10.9	310	3417	WZAK-F
5. WMJI-F	(AC)	204/ 6.3	6.1	7.0	8.6	7.1	7.0	307/4435	3094/17.6	17.7	19.7	162	7.4	229	2971	WMJI-F
6. WDOK-F	(AC)	200/ 6.2	6.6	6.3	4.7	5.1	5.9	260/3562	2649/15.1	19.4	14.1	145	5.3	165	2010	WDOK-F
7. WNCX-F	(AOR)	166/ 5.1	6.6	5.3	6.2	4.8	5.8	199/3335	2494/14.2	14.2	12.2	129	4.8	148	2189	WNCX-F
8. WGAR-F	(C)	164/ 5.1	4.3	4.9	5.5	6.1	4.9	228/2781	1783/10.2	11.4	10.0	80	3.8	119	1796	WGAR-F
9. WWWE	(N/T)	149/ 4.6	4.9	7.0	8.2	4.7	6.2	208/3021	2236/12.7	17.9	14.4	100	3.9	120	1695	WWWE
10. WRMR	(BB)	144/ 4.5	5.5	4.8	3.1	2.9	4.5	170/2551	2067/11.8	10.2	6.0	44	3.5	109	1533	WRMR
11. WPHR-F	(CHR)	123/ 3.8	3.1	2.8	2.6	1.9	3.1	238/3813	2262/12.9	12.0	9.5	61	5.0	155	2356	WPHR-F
12. WERE	(N/T)	110/ 3.4	3.2	3.3	3.1	4.4	3.3	119/1782	1658/ 9.4	9.4	10.0	38	2.8	87	1317	WERE
13. WCLV-F	(CL)	98/ 3.0	2.7	1.6	1.8	1.8	2.3	101/1468	1330/ 7.6	7.5	5.7	47	1.9	60	950	WCLV-F
14. WRQC-F	(CHR)	94/ 2.9	2.9	3.4	2.0	2.7	2.8	95/1950	1918/10.9	9.2	10.7	48	3.1	97	2106	WRQC-F
15. WNWV-F	(J/NA)	88/ 2.7	3.1	2.6	3.5	2.5	3.0	97/1713	1369/ 7.8	7.4	7.2	181	3.1	95	1945	WNWV-F
16. WJMO	(B)	44/ 1.4	1.3	1.4	1.1	1.5	1.3	45/876	841/ 4.8	4.5	5.3	107	2.3	72	968	WJMO
17. WONE-F	(AOR)	34/ 1.1	0.7	0.8	0.6	1.0	0.8	0/0	0/ 4.4	3.4	3.7	91	1.0	30	816	WONE-F
18.																
19.																
20.																

12+ FM SHARE (METRO): 80.46% (2334 of 2901) (WIN 88: 79.75%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPHR-F	1 WMMS-F>	1 WMMS-F>	1 WMMS-F>	1 WMMS-F>	1 WQAL-F>	1 WMMS-F>	1 WQAL-F	1 WMMS-F	1 WZAK-F>	1 WERE
2 WRQC-F	2 WZAK-F	2 WZAK-F<	2 WZAK-F<	2 WMJI-F<	2 WDOK-F	2 WMJI-F	2 WMMS-F	2 WQAL-F	2 WMMS-F	2 WZAK-F
3 WZAK-F	3 WNCX-F	3 WLTF-F	3 WLTF-F	3 WLTF-F	3 WRMR	3 WQAL-F	3 WDOK-F<	3 WLTF-F	3 WLTF-F	3 WLTF-F
4 WMMS-F>	4 WLTF-F>	4 WNCX-F<	4 WNCX-F<	4 WDOK-F	4 WWWE <	4 WLTF-F	4 WLTF-F	4 WZAK-F	4 WRMR	4 WQAL-F<
5 WLTF-F>>	5 WMJI-F>	5 WMJI-F	5 WMJI-F	5 WZAK-F	5 WMJI-F	5 WZAK-F	5 WNCX-F	5 WDOK-F	5 WQAL-F	5 WWWE >>
6	6 WPHR-F	6 WDOK-F>	6 WDOK-F>	6 WNCX-F	6 WGAR-F	6 WWWE <	WMJI-F	6 WNCX-F	6 WPHR-F	6
7	7 WGAR-F	7 WQAL-F<	7 WQAL-F<	7 WQAL-F	7 WLTF-F	7 WGAR-F	7 WWWE	7 WMJI-F	7 WWWE	7
8	8 WNWV-F	8 WGAR-F	8 WGAR-F	8	WERE	WDOK-F>	WGAR-F	8	8 WDOK-F	8
9	WDOK-F	9 WNWV-F	9 WNWV-F	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WMMS-F>	1 WMMS-F	1 WLTF-F	1 WMMS-F<	1 WLTF-F	1 WNCX-F	1 WMMS-F	1 WMMS-F>>	1 WMMS-F>	1 WMMS-F>
2 WZAK-F>	2 WZAK-F	2 WZAK-F	2 WLTF-F	2 WMJI-F<	2 WZAK-F	2 WNCX-F>	2 WNCX-F>>	2 WNCX-F>	2 WDOK-F
3 WPHR-F	3 WLTF-F>	WMMS-F>	3 WZAK-F	3 WDOK-F	3 WMMS-F	3 WZAK-F>	3 WZAK-F<	3 WZAK-F	3 WNCX-F<
WNCX-F	4 WMJI-F	4 WMJI-F>	4 WMJI-F	4 WQAL-F	4 WGAR-F	4 WLTF-F	4 WMJI-F	4 WMJI-F	4 WMJI-F
5 WLTF-F	5 WNCX-F>	5 WNCX-F	5 WDOK-F	5 WMMS-F	5 WLTF-F	5 WGAR-F<	5 WDOK-F	WDOK-F	5 WWWE >
6 WRQC-F>	6 WPHR-F	6 WNWV-F	6 WQAL-F	6 WZAK-F>	6 WPHR-F>	6 WMJI-F	6 WNWV-F	6 WLTF-F<	6 WLTF-F
7 WMJI-F	7 WRQC-F	7 WQAL-F	7 WNCX-F	7 WCAR-F	7 WRQC-F>>	7 WPHR-F	WLTF-F	7 WWWE	7 WZAK-F
8 WKDD-F>	WNWV-F	8 WDOK-F	8	8	8	8 WDOK-F	8	8	8 WQAL-F
9	9	9	9	9	9	9	9	9	9 WNWV-F
10	10	10	10	10	10	10	10	10	10

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WABQ	1540	Cleveland	0.4/1.4
WBKC	1460	Painesville	0.3/1.0
WELW	1330	Willoughby	0.3/0.6
WEOL	930	Elyria	0.8/1.8
WGAR	1220	Cleveland	0.4/2.2
WHK	1420	Cleveland	0.9/3.5
CKLW	800	Windsor	0.5/1.6
WHBC-F	94.1	Canton/Akron	0.6/0.9
WKDD-F	96.5	Akron	0.7/5.9
WNIR-F	100.1	Kent/Akron	0.3/0.9
WONE-F	97.5	Akron/Cleveland	1.1/4.4

RADIO STATIONS

AM STATIONS

WABQ,	1540,	1 KW (DAYS)	, GOSPEL	NBN,	$ 20.00	(Unity)	
WERE,	1300,	5 KW (DA-1)	, NEWS/TALK	CBS-MBS,	$ 58.00	(Mc-Guild)	Metroplex
WGAR,	1220,	50 KW (DA-N)	, COUNTRY	ABC-E,	$ NA	(HNWH)	Nationwide
WHK .	1420,	5 KW (DA-N)	, BUSINESS NEWS	NBC,	$ 38.00	(Katz)	Malrite
WJMO,	1490,	1 KW	, BLACK	NBN,SMN,	$ 39.00	(MMR)	United
WRMR,	850,	10 KW/ 5 KW (DA-2)	, NOSTALGIA	APR,	$ 43.00	(Christal)	Booth
WWWE,	1100,	50 KW	, NEWS/TALK	CNN,ABC-I,	$ 80.00	(Republic)	

FM STATIONS

WCLV,	95.5,	31 KW @ 600,	CLASSICAL	,	$ 58.00	(CMBS)		
WDOK,	102.1,	9 KW @ 1000,	SOFT AC	,	$ 80.00	(Republic)		
WGAR,	99.5,	50 KW @ 500,	COUNTRY	ABC-E,	$ 86.00	(HNWH)	Nationwide	
WLTF,	106.5,	11 KW @ 1060,	AC	APR,	$110.00	(Christal)	Booth	
WMJI,	105.7,	27 KW @ 900,	AC	,	$115.00	(Eastman)	Jacor	
WMMS,	100.7,	34 KW @ 600,	AOR/CHR	Source,	$154.00	(Katz)	Malrite	
WNCX,	98.5,	16 KW @ 960,	CLASSIC ROCK	ABC-F,	$ 75.00	(Mc-Guild)	Metroplix	
WNWV,	107.3,	50 KW @ 466,	JAZZ/NEW AGE	SMN,	$ 50.00	(Torbet)		(ELYRIA)
WPHR,	107.9,	16 KW @ 892,	CHR	US 1,ABC-C,	$ 59.00	(Republic)	Ardman	
WQAL,	104.1,	11 KW @ 1060,	BTFL/EZ	,	$100.00	(Christal)	ML Media	
WROC,	92.3,	27 KW @ 234,	CHR	ABC-C,ABC-R,	$ 57.00	(MMR)	United	
WZAK,	93.1,	28 KW @ 620,	BLACK	CBS-R,	$ 87.00	(Durpetti)	Zapis	

COLUMBUS, OH

Arbitron Rank/Pop (12+): 33/1,088,000

MSA Rank/Pop: 35/1,320,300
ADI # 33
Average Person Ratings: 16.6
Market TSL: 21.75 hours

Stations: 24/21
Diaries: 1334/990:1/55.4%
Sample Target: 1280
% Below Line: 2.1
% Not Listed: 10.1

1988 Revenue: $38,500,000
HH Inc.: $32,109
Retail $: 9.8 Bil
Pop per Station: 51,809
#1 Biller: WLVQ-F $7,000,000

12+ METRO		1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WNCI-F	(CHR)	246/13.6	12.4	12.0	11.4	10.0	12.4	362/4542	3237/29.8	26.8	25.6	87	13.1	248	3701	WNCI-F
2. WSNY-F	(AC)	186/10.3	11.1	8.8	12.1	8.9	10.6	209/2690	2382/21.9	22.0	19.9	132	10.0	190	2277	WSNY-F
3. WLVQ-F	(AOR)	165/ 9.1	9.8	9.2	7.9	8.9	9.0	181/2558	2181/20.0	21.1	19.2	113	7.8	148	2234	WLVQ-F
4. WBNS-F	(EZ)	144/ 8.0	8.1	8.6	9.2	9.8	8.5	166/2007	1696/15.6	17.6	19.5	73	6.1	116	1216	WBNS-F
5. WTVN	(MOR)	123/ 6.8	8.3	8.0	10.1	9.3	8.3	147/2377	1830/16.8	19.4	18.8	107	7.3	139	1383	WTVN
6. WHOK-F	(C)	119/ 6.6	4.3	5.1	5.3	4.9	5.3	205/2347	1541/14.2	10.3	10.0	130	6.8	128	1338	WHOK-F
7. WXGT-F	(CHR)	117/ 6.5	5.9	7.0	6.8	9.2	6.6	145/2931	2368/21.8	20.3	22.5	72	8.7	164	2017	WXGT-F
8. WVKO	(B)	80/ 4.4	4.1	4.5	2.5	2.1	3.9	80/651	651/ 6.0	7.3	6.1	114	5.3	101	1173	WVKO
9. WMGG-F	(AOR)	75/ 4.1	5.0	6.1	5.9	4.6	5.3	88/1611	1379/12.7	14.8	11.7	129	7.1	134	1741	WMGG-F
10. WCOL	(BB)	64/ 3.5	3.3	2.6	3.0	2.6	3.1	65/749	738/ 6.8	7.1	4.6	43	3.0	57	713	WCOL
11. WMNI	(C)	49/ 2.7	2.5	2.4	2.8	3.2	2.6	50/606	571/ 5.2	5.2	5.9	52	2.6	50	668	WMNI
12. WXLE-F	(AC)	47/ 2.6	2.1	2.0	1.1	1.2	1.9	66/1162	944/ 8.7	5.9	4.1	165	1.5	28	525	WXLE-F
13. WCKX-F	(B)	38/ 2.1	1.5	2.4	2.3	3.2	2.1	38/487	475/ 4.4	4.4	5.6	86	2.5	47	604	WCKX-F
14. WBBY-F	(J)	27/ 1.5	1.8	2.2	1.9	2.7	1.9	27/643	643/ 5.9	6.0	6.5	160	3.8	72	574	WBBY-F
15. WBNS	(MOR)	25/ 1.4	2.6	1.7	1.2	1.8	1.7	27/846	774/ 7.1	11.4	6.7	86	0.8	16	455	WBNS

12+ FM SHARE (METRO): 73.74% (1199 of 1626) (WIN 88: 72.91%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNCI-F	1 WNCI-F	1 WNCI-F	1 WSNY-F	1 WSNY-F	1 WBNS-F	1 WNCI-F	1 WNCI-F<	1 WNCI-F	1 WNCI-F>	1 WBNS-F
2 WXGT-F>>	2 WLVQ-F>	2 WSNY-F	2 WNCI-F	2 WNCI-F	2 WTVN	2 WSNY-F<	2 WSNY-F	2 WSNY-F	2 WLVQ-F<	2 WDLR
3 WLVQ-F>>	3 WSNY-F>	3 WLVQ-F>	3 WLVQ-F>	3 WLVQ-F	3 WSNY-F	3 WTVN	3 WLVQ-F	3 WLVQ-F	3 WXGT-F	3 WTVN
4	4 WMGG-F	4 WHOK-F<	4 WHOK-F	4 WHOK-F	4 WHOK-F	4 WLVQ-F	4 WBNS-F	4 WBNS-F<	4 WSNY-F	WNCI-F
5	5 WXGT-F>	5 WXGT-F	5 WTVN	5 WTVN	5 WCOL	5 WBNS-F	5 WHOK-F	5 WXGT-F	5 WBNS-F	5 WBNS
6	6	6	6	6	6 WNCI-F	6	6	6	6 WVKO	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNCI-F>>	1 WNCI-F>	1 WNCI-F<	1 WNCI-F	1 WSNY-F	1 WNCI-F	1 WLVQ-F	1 WLVQ-F>>	1 WLVQ-F	1 WLVQ-F
2 WSNY-F>	2 WSNY-F>	2 WSNY-F>	2 WSNY-F>>	2 WNCI-F>	2 WLVQ-F>>	2 WNCI-F>	2 WNCI-F	2 WNCI-F>	2 WSNY-F
3 WXGT-F	3 WLVQ-F	3 WLVQ-F>	3 WXGT-F	3 WHOK-F<	3 WXGT-F>	3 WMGG-F	3 WMGG-F	3 WSNY-F>	3 WNCI-F
4 WLVQ-F	4 WXGT-F	4 WVKO	WVKO <	4 WTVN	4 WMGG-F	4 WSNY-F	4 WSNY-F	4 WMGG-F<	WHOK-F>
5 WVKO	5 WVKO	5 WXGT-F	5 WLVQ-F	5 WVKO	5 WVKO	5 WXGT-F	5 WHOK-F	5 WHOK-F	5 WTVN
6	6	6 WMGG-F	6	6	6	6 WHOK-F	6	6	6

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCLT	1430	Newark	0.7/1.3
WCLT-F	100.3	Newark	1.1/2.4
WDLR	1550	Delaware	0.6/0.6
WHTH	790	Heath/Newark	0.8/1.4
WNKO-F	101.7	Newark/Heath	0.4/0.8
WRFD	880	Columbus/Wrthgt	1.2/3.5
WJR	760	Detroit	0.3/1.0
WLW	700	Cincinnati	1.3/5.6
WQIO-F	93.7	Mt. Vernon	0.5/2.7

RADIO STATIONS

AM STATIONS

WBNS, 1460, 5 KW/1 KW (DA-N)	, MOR	APR,ABC-I, $ 41.00 (Banner)	Columbus Dispatch	
WCOL, 1230, 1 KW	, NOSTALGIA	CBS, SMN, $ 30.00 (Christal)	Great Trails	
WMNI, 920, 1 KW/500 W (DA-2)	, COUNTRY	MBS, $ 38.00 (Torbet)		
WRFD, 880, 5 KW (DAYS)	, RELIGION	CNN, $ 20.00 (---)	Salem	
WTVN, 610, 5 KW (DA-N)	, MOR/AC	ABC-E, $115.00 (Katz)	Great American	
WVKO, 1580, 1 KW/250 W (DA-2)	, BLACK	SBN, $ 34.00 (Mc-Guild)	Saga	

FM STATIONS

WBBY-F, 103.9, 2.7 KW @ 360,	JAZZ	US 2, $ 30.00 (---)		
WBNS-F, 97.1, 26 KW @ 660,	BTFL/EZ	, $ 71.00 (Banner)	Columbis Dispatch	
WCKX-F, 106.3, 3 KW @ 328,	BLACK	NBN, $ 29.00 (Roslin)		
WLVQ-F, 96.3, 18 KW @ 753,	AOR	, $100.00 (Katz)	Great American	
WMGG-F, 99.7, 50 KW @ 500,	CLASSIC ROCK	, $ 62.00 (Torbet)		
WNCI-F, 97.9, 175 KW @ 565,	CHR	APR, $109.00 (MMR)	Nationwide	
WSNY-F, 94.7, 22 KW @ 753,	AC	, $104.00 (Mc-Guild)	Saga	
WXGT-F, 92.3, 18 KW @ 753,	CHR	CBS-R, $ 70.00 (Christal)	Great Trails	
WHOK-F, 95.5, 50 KW @ 215,	COUNTRY	APR, $ 39.00 (Christal)		
WXLE-F, 103.1, 1.5 KW @ 455,	OLDIES	ABC-F,MBS, $ 34.00 (Durpetti)		(LANCASTER)

WLW - See Cincinnati

DALLAS-FT. WORTH

Arbitron Rank/Pop (12+): 8/3,111,900

MSA Rank/Pop: Dallas - 12/2,477,400
[illegible] Fort Worth 37/1,306,800
Average Person Ratings: 16.8
Market TSL: 22.25 hours

Stations: 30/30
Diaries: 2381/1307:1/55.4%
Sample Target: 2200
% Below Line: 0.0
% Not Listed: 6.2

1988 Revenue: $121,200,000
HH Inc.: $36,977
Retail $: 28.2 Bil
Pop per Station: 103,730
#1 Biller: KVIL-AF $19,000,000

[illegible] STATION		1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KVIL-AF	(AC)	[illegible]/ 9.3	6.3	6.9	10.0	8.1	8.6	514/5808	5376/17.3	16.8	16.4	131	0.6	33	546	KVIL-AF
2. KKDA-F	(B/U)	[illegible]/ 8.5	7.2	6.9	8.0	8.7	7.7	511/5218	4466/14.4	14.0	12.5	89	10.6	611	4089	KKDA-F
3. KSCS-F	(C)	[illegible]/ 6.7	7.4	6.2	6.2	4.2	6.6	409/5952	5089/16.4	16.4	13.1	113	6.1	351	5562	KSCS-F
4. KPLX-F	(C)	[illegible]/ 6.6	6.5	6.7	7.0	7.8	6.7	404/5644	4527/14.5	14.2	16.4	112	7.2	417	4121	KPLX-F
5. WBAP	(C)	265/ 5.1	6.2	6.4	6.7	5.3	6.1	452/6391	4087/13.1	14.3	13.9	84	5.8	275	3571	WBAP
6. KHYI-F	(CHR)	271/ 5.8	5.0	6.3	5.3	5.6	5.4	281/4843	4264/13.7	15.1	15.0	56	6.9	396	5378	KHYI-F
7. KKLD	(N)	247/ 4.8	5.9	5.3	4.9	5.8	5.2	325/6294	4933/15.9	20.6	16.8	73	4.2	240	3677	KKLD
8. KEGL-F	(CHR)	233/ 4.7	4.5	4.9	5.0	5.3	4.7	298/5382	4516/14.5	16.0	17.0	56	6.8	390	5409	KEGL-F
9. KMEZ-F	(EZ)	228/ 4.4	1.6	2.4	1.5	2.1	2.5	242/2731	2586/ 8.3	5.9	5.3	80	4.4	254	2657	KMEZ-F
10. KLUV-F	(AC)	198/ 3.8	3.4	4.8	2.9	3.3	3.7	221/3775	3350/10.8	10.1	9.2	142	3.0	175	2786	KLUV-F
11. KQZY-F	(AC)	191/ 3.7	2.8	2.7	3.4	3.7	3.2	215/2973	2672/ 8.6	8.2	10.4	132	1.6	93	1442	KQZY-F
12. KTXQ-F	(AOR)	189/ 3.6	3.4	4.3	4.0	4.6	3.8	232/4137	3440/11.1	11.3	12.5	94	4.9	285	3924	KTXQ-F
13. KJMZ-F	(B)	179/ 3.4	4.7	5.6	5.1	5.5	4.7	190/3244	2952/ 9.5	10.0	10.3	74	3.3	189	1878	KJMZ-F
14. KLIF	(T)	136/ 2.6	3.3	2.8	2.3	2.0	2.8	140/2120	1960/ 6.3	8.5	5.6	100	2.2	128	1650	KLIF
15. KHVN	(R/G)	133/ 2.5	1.9	1.7	2.0	3.2	2.0	142/1189	1086/ 3.5	3.6	3.5	32	1.2	71	830	KHVN
16. KZPS-F	(O)	128/ 2.4	2.7	2.6	3.0	2.0	2.7	149/2865	2555/ 8.2	8.6	6.1	154	3.0	175	2303	KZPS-F
17. KOJO-F	(R/G)	127/ 2.4	2.7	1.8	2.3	1.8	2.3	146/2526	2101/ 6.8	6.3	5.1	121	2.8	161	1815	KOJO-F
18. KZEW-F	(AOR)	126/ 2.4	2.6	2.4	2.0	2.4	2.3	160/3382	2757/ 8.9	9.6	8.9	113	2.4	137	1935	KZEW-F
19. KOAI-F	(J/NA)	120/ 2.3	2.6	2.3	2.5	2.7	2.4	125/2127	1972/ 6.3	8.0	7.4	139	3.2	182	2367	KOAI-F
KMGC-F	(AC)	120/ 2.3	2.5	2.6	2.9	2.0	2.6	120/2378	2312/ 7.4	8.2	8.0	143	2.4	141	1917	KMGC-F
21. KKDA	(B)	89/ 1.7	1.7	1.6	0.6	0.4	1.4	104/1163	953/ 3.1	3.6	1.2	106	1.0	55	694	KKDA
22. WRR -F	(CL)	87/ 1.7	1.4	1.3	1.0	1.6	1.4	90/1355	1315/ 4.2	3.9	4.6	82	1.5	87	1337	WRR -F
23. KESS	(SP)	77/ 1.5	1.0	1.6	1.8	1.5	1.5	77/696	696/ 2.2	2.6	2.1	93	0.4	21	341	KESS
24.																
25.																

12+ FM SHARE (METRO): 77.62% (3808 of 4906) (WIN 88: 74.79%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHYI-F	1 KKDA-F>	1 KVIL-AF	1 KVIL-AF>	1 KVIL-AF>	1 KVIL-AF>	1 KVIL-AF	1 KVIL-AF>	1 KVIL-AF	1 KKDA-F>	1 WBAP
2 KKDA-F	2 KVIL-AF	2 KKDA-F>	2 KKDA-F	2 KSCS-F	2 WBAP	2 KKDA-F	2 KKDA-F	2 KSCS-F	2 KHYI-F	2 KKDA-F>>
3 KEGL-F>	3 KTXQ-F	3 KSCS-F<	3 KPLX-F<	KKDA-F<	3 KRLD	3 WBAP <	3 KPLX-F	KKDA-F	3 KEGL-F	3 KSCS-F>>
4 KJMZ-F>	KEGL-F<	4 KPLX-F>	4 KSCS-F	4 KPLX-F>	4 KPLX-F<	4 KRLD <	4 KSCS-F	4 KPLX-F>	4 KJMZ-F	4 KRLD >>
5 KPLX-F>	5 KSCS-F	5 KTXQ-F<	5 KLUV-F	5 KLUV-F	5 KMEZ-F	5 KSCS-F<	5 KMEZ-F	5 KHYI-F<	5 KSCS-F	5 KVIL-F>>
6	6 KPLX-F<	6 KLUV-F	6 KQZY-F	6 KQZY-F	6 KSCS-F	6 KPLX-F>	6 KQZY-F	6 KEGL-F	6 KPLX-F	6 KLIF
7	7 KHYI-F<	7 KEGL-F	7 KZPS-F	7 WBAP	7	7 KEGL-F<	7 WBAP	7 WBAP	7 KVIL-AF	7 KJMZ-F>>
8	8 KJMZ-F	8	8	8	8	8 KHYI-F	8 KLUV-F	8	8 WBAP	8
9	9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKDA-F>	1 KVIL-AF<	1 KVIL-AF>	1 KVIL-AF>	1 KVIL-AF>	1 KKDA-F<	1 KKDA-F	1 KKDA-F>	1 KKDA-F>	1 KVIL-AF
2 KHYI-F	2 KKDA-F>	2 KSCS-F<	2 KKDA-F	2 KSCS-F	2 KTXQ-F<	2 KTXQ-F	2 KTXQ-F<	2 KTXQ-F	2 KKDA-F
3 KEGL-F<	3 KSCS-F	3 KKDA-F>	3 KSCS-F<	3 KPLX-F<	3 KEGL-F>>	3 KEGL-F	3 KZPS-F	3 KSCS-F	3 KPLX-F
4 KJMZ-F<	4 KJMZ-F	4 KPLX-F<	4 KPLX-F>	4 KKDA-F	4 KSCS-F	4 KZEW-F<	KZEW-F	KPLX-F	4 KSCS-F<
5 KVIL-AF	KHYI-F	5 KZPS-F	5 KQZY-F	5 KQZY-F>	KJMZ-F	5 KSCS-F	KPLX-F	5 KVIL-AF	5 KLUV-F
6 KPLX-F	6 KEGL-F<	KOJO-F	6 KJMZ-F	6 KMEZ-F	6 KHYI-F	6 KPLX-F<	6 KSCS-F<	6 KLUV-F<	6 WBAP
7 KTXQ-F	7 KPLX-F	7	7	KLUV-F	7 KZEW-F	7 KZPS-F	7 KMGC-F	7 KEGL-F	7 KTXQ-F
KSCS-F	8 KTXQ-F	8	8	8 KOJO-F	8	8 KVIL-AF	8	8 KZEW-F	8 KZPS-F
9	9	9	9	9	9	KHYI-F	9	9	9
10	10	10	10	10	10	10	10	10	10

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAAM	1310	Dallas	0.9/2.9
KLDD	570	Dallas	0.6/2.5
KMEZ	1480	Dallas	0.1/0.5
KPBC	1040	Dallas	0.3/0.8
KSSA	1600	Plano	0.3/0.7
KZRK-F	94.5	Gainesville	0.7/2.7

RADIO STATIONS

AM STATIONS

KAAM, 1310, 5 KW (DA-N)	, NOSTALGIA	,$ 45.00	(Durpetti)	Bonneville
KESS, 1270, 5 KW (DA-1)	, HISPANIC	,$ 51.00	(Caballero)	
KFIZ, 870, 500 W (DAYS,DA)	, NOSTALGIA	,$ 40.00	(Lotus)	
KKDA, 730, 500 W (DAYS)	, BLACK	APR,$ NA	(Katz)	
KHVN, 970, 1 KW/270 W	, GOSPEL	NBN,$ 49.00	(Mc-Guild)	
KLDD, 570, 5 KW (DA-2)	, OLDIES	US 1,$ 50.00	(MMR)	Anchor
KLIF, 1190, 50 KW/5 KW (DA-2)	, TALK	NBC,$ 82.00	(Eastman)	Susquehanna
KPBC, 1040, 1 KW (DAYS)	, RELIGION	,$ 45.00	(---)	Crawford
KRLD, 1080, 50 KW (DA-N)	, NEWS	CBS,$190.00	(Katz)	Command
KSKY, 660, 10 KW/500 W (DA-N)	, RELIGION	,$ 25.00	(---)	Broadcast Partner
KSVZ, 1540, 50 KW/1 KW (DA-2)	, RELIGION	,$ 30.00	(---)	
KWJS, 1360, 5 KW/1 KW (DA-2)	, RELIGION	,$ 35.00	(---)	Marsh
WBAP, 820, 50 KW	, COUNTRY	ABC-I,$185.00	(Banner)	Cap Cities/ABC

FM STATIONS

KMEZ, 107.5, 100 KW @ 450,	BTFL/EZ	US 1,$100.00	(Mc-Guild)	Gilmore
KEGL, 97.1, 98 KW @ 1460,	CHR	ABC-C,$160.00	(Torbet)	Sandusky
KHYI, 94.9, 33 KW @ 1509,	CHR	,$132.00	(Christal)	Statewide
KKDA, 104.5, 100 KW @ 1585,	BLACK/URBAN	APR,$170.00	(Katz)	
KLUV, 98.7, 100 KW @ 1585,	OLDIES	US 2,$133.00	(MMR)	TK
KJMZ, 100.3, 100 KW @ 1280,	URBAN	,$160.00	(Mc-Guild)	Summit
KMGC, 102.9, 100 KW @ 1572,	AC	,$130.00	(Christal)	Shamrock
KOJO, 94.1, 100 KW @ 1585,	RELIGION/CC	ABC-F,$103.00	(HNWH)	
KOAI, 106.1, 100 KW @ 1585,	JAZZ/NEW AGE	,$125.00	(HNWH)	Gannett
KPLX, 99.5, 100 KW @ 1680,	COUNTRY	APR,$205.00	(Eastman)	Susquehanna
KQZY, 105.3, 100 KW @ 1560,	SOFT AC	,$124.00	(Group W)	Westinghouse
KSCS, 96.3, 100 KW @ 1680,	COUNTRY	,$157.00	(Banner)	Cap Cities/ABC
KTXQ, 102.1, 100 KW @ 1420,	AOR	ABC-R,$151.00	(CBS)	CBS
KVIL, 103.7, 100 KW @ 1470,	AC	,$350.00	(Torbet)	Infinity
KZEW, 97.9, 100 KW @ 1680,	CLASSIC ROCK	SOURCE,$143.00	(MMR)	Anchor
KZPS, 92.5, 100 KW @ 1685,	OLDIES	,$100.00	(Durpetti)	Bonneville
WRR , 101.1, 100 KW @ 1510,	CLASSICAL	,$ 75.00	(CMBS)	City of Dallas

FORMAT CODES

CHR - Contemporary Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to near 1988)
B - Black (audience predominantly Black - over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - EZ Listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country

T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band, Nostalgia
M - Middle of Road (MOR), Full Service, Variety
J/NA - Jazz and New Age
R - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
? - Others or Unknown

American Radio Winter, 1989, Copyright 1989

DAYTON

Arbitron Rank/Pop (12+): 48/802,200

MSA Rank/Pop: 55/935,200
ADI # 49
Average Person Ratings: 16.3
Market TSL: 21.5 hours

Stations: 23/16
Diaries: 1118/717:1/56.5%
Sample Target: 1110
% Below Line: 14.3
% Not Listed: 9.6

1988 Revenue: $22,700,000
HH Inc.: $31,262
Retail $: 6.4 Bil
Pop per Station: 50,137
#1 Biller: WHIO $3,500,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WTUE-F (AOR)	158/12.1	14.7	14.1	12.8	13.4	13.4	197/2320	1891/23.6	24.8	22.9	98	17.7	235	2280	WTUE-F
2. WHKO-F (C)	118/ 9.0	9.1	10.0	12.8	11.8	10.2	138/2123	1526/19.0	20.7	22.8	93	10.4	138	1198	WHKO-F
3. WGTZ-F (CHR)	112/ 8.6	11.0	10.5	10.2	11.2	10.7	206/2287	2008/50.1	44.2	45.2	97	11.6	153	1951	WGTZ-F
4. WHIO (MOR)	110/ 8.4	8.1	9.2	9.7	8.5	8.9	114/1491	1367/17.0	16.6	17.6	62	5.8	77	1052	WHIO
5. WWSN-F (AC)	96/ 7.1	8.7	6.0	5.4	6.0	6.8	109/1583	1323/16.5	16.3	13.6	136	5.1	67	713	WWSN-F
6. WVUD-F (AC)	76/ 5.8	5.6	6.3	3.7	4.5	5.1	90/1114	933/11.6	13.1	11.7	128	3.0	40	715	WVUD-F
7. WONE (C)	61/ 4.7	4.1	6.0	5.9	5.4	5.2	75/1132	863/10.8	10.8	11.4	87	3.8	50	802	WONE
8. WBVE-F (C)	60/ 4.6	3.9	4.4	2.6	4.0	3.9	135/1632	763/ 9.5	10.0	8.4	143	4.2	56	784	WBVE-F
9. WAZU-F (AC)	49/ 3.7	0.7	0.7	0.8	1.5	1.5	54/800	641/ 8.0	3.5	4.3	78	2.1	28	277	WAZU-F
10. WLW (MOR)	48/ 3.7	4.2	5.0	5.7	2.5	4.7	121/2157	879/11.0	10.3	8.2	135	3.1	41	569	WLW
11. WYMJ-F (CHR)	47/ 3.6	4.4	3.1	4.4	4.3	3.9	49/1048	978/12.2	14.3	15.6	78	5.4	72	1030	WYMJ-F
12. WDAO (B)	41/ 3.1	1.0	2.4	3.2	3.4	2.5	45/405	385/ 4.8	3.9	5.1	121	1.8	24	422	WDAO
13. WBLZ-F (B)	42/ 3.2	3.7	4.6	4.2	3.2	3.9	53/792	551/ 6.9	8.4	7.6	91	8.9	118	986	WBLZ-F
14. WING (O)	41/ 3.1	1.5	2.3	2.4	2.1	2.8	45/876	772/ 9.6	10.2	6.7	132	1.5	20	565	WING
15.															

12+ FM SHARE (METRO): 71.60% (870 of 1182) (WIN 88: 73.29%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGTZ-F>>	1 WTUE-F>>	1 WTUE-F>	1 WTUE-F	1 WTUE-F	1 WHKO-F<	1 WHIO	1 WTUE-F<	1 WTUE-F>	1 WTUE-F>	1 WHIO >>
2 WTUZ-F>	2 WWSN-F	2 WWSN-F	2 WWSN-F	2 WWSN-F	2 WHIO >	2 WTUE-F	2 WHKO-F	2 WGTZ-F	2 WGTZ-F>	2 WONE
3 WYMJ-F	3 WGTZ-F	3 WGTZ-F	3 WHKO-F<	3 WHKO-F<	3 WONE	3 WHKO-F	3 WWSN-F	3 WWSN-F	3 WHIO	3 WLW
4 WAZU-F	4 WAZU-F	4 WVUD-F	4 WGTZ-F	4 WGTZ-F	4 WVUD-F	4 WWSN-F	4 WHIO	4 WHKO-F	4 WHKO-F	4 WGTZ-F
5	5 WBLZ-F	WHKO-F	5 WVUD-F	5 WVUD-F	5 WWSN-F	5 WONE	5 WVUD-F	5 WHIO	5 WAZU-F	5 WTUE-F
6	6	6	6	6	6	6	6	6 WVUD-F	6 WLW	6 WING

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WWSN-F	1 WWSN-F	1 WWSN-F	1 WWSN-F	1 WWSN-F	1 WTUE-F>>	1 WTUE-F>>	1 WTUE-F>>	1 WTUE-F>>	1 WTUE-F>>
WTUE-F	2 WTUE-F<	2 WTUE-F	2 WGTZ-F	2 WGTZ-F	2 WAZU-F>>	2 WAZU-F>>	2 WAZU-F	2 WAZU-F	2 WLW
3 WGTZ-F	3 WGTZ-F>	WGTZ-F>>	3 WVUD-F	3 WVUD-F<	3 WHIO	3 WBLZ-F	3 WBLZ-F	3 WLW	3 WHKO-F<
4 WBLZ-F	4 WVUD-F	4 WBVE-F	4 WTUE-F	4 WHKO-F	4 WYMJ-F	4 WWSN-F	4 WWSN-F	4 WHKO-F	4 WBVE-F
WVUD-F	5 WYMJ-F	WYMJ-F	5 WHKO-F	5	5 WBVE-F	5 WBVE-F	5 WLW	5 WWSN-F	5 WWSN-F
6 WYMJ-F>>	6	WVUD-F	6	6	WGTZ-F	WGTZ-F	WDAO	WING	6

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBLY	1500	Springfield	0.7/2.0
WFCJ-F	93.7	Miamisburg/Datn	1.0/3.3
WKSW-F	101.7	Urbana	1.1/2.4
WPFB-F	105.9	Middletown	1.1/3.6
WPTW-F	95.7	Piqua	1.0/2.6
WBLZ-F	103.5	Hamilton	3.2/6.9
WBVE-F	96.5	Hamilton	4.6/9.5
WIMT-F	102.1	Lima	0.5/0.9
WKRQ-F	101.9	Cincinnati	0.5/1.7
WLW	700	Cincinnati	3.7/%11.0
WOFX-F	94.9	Fairfield	1.5/5.4
WUBE-F	105.1	Cincinnati	0.5/1.4

RADIO STATIONS

WDAO, 1210, 1 KW (DAYS)	, BLACK	SBN,$ 30.00	(---)		
WHIO, 1290, 5 KW (DA-N)	, MOR	CBS,$ 70.00	(Torbet)	Cox	
WING, 1410, 5 KW (DA-N)	, OLDIES	MBS,ABC-I,$ 32.00	(Katz)	Great Trails	
WONE, 980, 5 KW (DA-N)	, COUNTRY	MBS,ABC-D,$ 50.00	(Mc-Guild)	Summit	
WHKO-F, 99.1, 50 KW @ 1060,	COUNTRY	,$ 80.00	(Torbet)	Cox	
WTUE-F, 104.7, 50 KW @ 780,	AOR	,$ 83.00	(Mc-Guild)	Summit	
WVUD-F, 99.9, 50 KW @ 500,	SOFT AC	CBS-R,$ 36.00	(Republic)	University of Dayton	
WWSN-F, 107.7, 50 KW @ 420,	AC	,$ 64.00	(Eastman)	Stoner	
WYMJ-F, 103.9, 1.5 KW @ 528,	CHR	US 1,$ 43.00	(Banner)	Nalkan	
WGTZ-F, 92.9, 40 KW @ 590,	CHR	,$ 70.00	(Katz)	Great Trails	
WFCJ-F, 93.7, 50 KW @ 492,	RELIGION	APR,$ 13.00	(Pierce)		(MIAMISBURG)
WPFB-F, 105.9, 34 KW @ 590,	COUNTRY	MBS,$ 19.00	(Roslin)		(MIDDLETOWN)

DENVER

Arbitron Rank/Pop (12+): 24/1,582,800

MSA Rank/Pop: 27/1,664,300
ADI # 19
Average [illegible] Ratings: 17.5
Market TSL: 22.80 hours

Stations: 28/27
Diaries: 1512/1047:1/51.5%
Sample Target: 1490
% Below Line: 0.3
% Not Listed: 8.9

1988 Revenue: $63,800,000
HH Inc.: $36,329
Retail $: 14.6 Bil
Pop per Station: 58,622
#1 Biller: KOA $8,500,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KXKL-AF (AC)	211/ 7.6	6.8	7.6	7.7	4.8	7.4	282/3842	3070/19.3	17.0	12.3	145	8.3	215	2590	KXKL-AF
2. KBCO-AF (AOR)	207/ 7.5	8.3	8.8	5.9	8.1	7.6	222/2782	2496/15.7	15.4	17.8	141	8.2	243	2097	KBCO-AF
3. KRXY-AF (CHR)	195/ 7.0	5.8	7.1	8.0	6.9	7.0	212/331[illegible]	2877/18.1	18.2	18.0	77	9.4	283	3282	KRXY-AF
4. KYGO-F (C)	193/ 6.9	5.0	4.2	5.9	5.5	5.5	227/2854	2350/14.8	11.5	12.0	125	4.9	146	1374	KYGO-F
5. KOA (N/T)	178/ 6.4	7.9	5.9	6.6	6.9	6.7	270/4407	2901/18.2	23.1	19.2	87	5.0	150	2170	KOA
6. KOSI-F (EZ)	175/ 6.3	7.2	6.8	7.2	6.6	6.9	235/2886	2325/14.6	14.3	13.2	81	4.2	126	1279	KOSI-F
7. KQKS-F (CHR)	153/ 5.5	4.8	4.7	3.5	2.9	4 6	205/3195	2610/16.4	12.6	8.6	40	6.6	197	2288	KQKS-F
8. KAZY-F (AOR)	150/ 5.4	5.8	6.5	6.0	6.3	5.9	204/2948	2293/14.4	14.7	15.0	83	5.2	154	1892	KAZY-F
9. KBPI-F (AOR)	142/ 5.1	5.2	6.0	6.2	7.7	5.6	167/3042	2567/16.1	16.0	17.8	59	6.3	187	2828	KBPI-F
10. KMJI-F (AC)	132/ 4.7	4.4	4.2	5.7	5.4	4.8	138/2341	2197/13.8	12.1	14.4	140	4.7	140	1515	KMJI-F
11. KVOD-F (CL)	117/ 4.2	3.2	3.5	2.2	3.2	3.3	127/1588	1494/ 9.4	8.8	7.6	98	1.5	44	713	KVOD-F
12. KRFX-F (O)	100/ 3.6	2.7	4.1	3.6	4.1	3.5	115/2411	1996/12.5	12.1	12.5	139	3.4	103	1582	KRFX-F
13. KEZW (BB)	94/ 3.4	1.9	2.0	2.0	2.6	2.3	96/986	968/ 6.0	4.7	5.3	32	0.9	27	378	KEZW
14. KHIH-F (J/NA)	71/ 2.5	3.2	1.8	2.2	1.8	2.4	79/1078	971/ 6.1	8.0	5.7	112	2.6	79	695	KHIH-F
15. KHOW (MOR)	67/ 2.4	2.7	3.0	2.7	2.5	2.7	94/1665	1168/ 7.3	8.8	9.0	112	2.6	77	819	KHOW
16. KLZ (C)	62/ 2.2	2.4	2.8	3.3	3.6	2.7	84/1647	1143/ 7.2	6.3	8.7	109	2.4	71	665	KLZ
17. KSYY-F (AC)	57/ 2.0	1.8	1.7	2.9	2.8	2.1	66/1252	1113/ 7.0	5.0	5.8	130	1.1	32	501	KSYY-F
18. KYGO (C)	43/ 1.5	1.7	1.0	1.1	1.9	1.3	61/830	708/ 4.4	3.5	6.8	73	1.0	31	383	KYGO
KDKO (B)	43/ 1.5	1.2	1.1	1.7	0.9	1.4	43/488	488/ 3.1	2.6	2.6	87	3.4	103	835	KDKO
20. KZRZ-F (AOR)	38/ 1.4	0.9	0.5	0.7	0.7	0.9	42/541	486/ 3.1	2.5	2.5	7	1.9	57	488	KZRZ-F
21. KTCL-F (AOR)	34/ 1.2	1.6	1.2	1.4	0.8	1.4	39/586	451/ 2.8	3.6	3.1	117	1.4	43	510	KTCL-F
22.															
23.															
24.															
25.															

12+ FM SHARE (METRO): 76.53% (1943 of 2539) (WIN 88: 73.18%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQKS-F	1 KBCO-AF	1 KBCO-AF<	1 KBCO-AF	1 KXKL-AF<	1 KOSI-F	1 KOA	1 KBCO-AF<	1 KXKL-AF	1 KRXY-AF	1 KOA >>
2 KRXY-AF>>	2 KAZY-F<	2 KXKL-AF	KXKL-AF	2 KBCO-AF	2 KOA <	2 KXKL-AF	2 KXKL-AF	2 KBCO-AF	2 KQKS-F>	2 KRXY-F
3 KBPI-F	3 KRXY-AF	3 KYGO-F<	3 KYGO-F	3 KYGO-F	3 KXKL-AF>	3 KYGO-F<	3 KYGO-F	3 KYGO-F<	3 KAZY-F	3 KYGO-F
KAZY-F	4 KBPI-F	4 KRXY-AF	4 KMJI-F	4 KMJI-F	4 KVOD-F<	4 KBCO-AF	4 KOSI-F<	4 KRXY-AF<	4 KOA <	4 KLZ
5 KDKO >>	5 KYGO-F	5 KAZY-F	5 KRXY-AF	5 KOA <	5 KEZW <	5 KRXY-AF	5 KOA	5 KQKS-F	5 KXKL-AF	KAZY-F
6	6 KQKS-F	6 KBPI-F	6 KOA <	6 KRXY-AF<	6 KYGO-F>	6 KOSI-F	6 KRXY-AF<	6 KAZY-F	KBPI-F	6 KHOW
7	7	KMJI-F	7 KRFX-F	7 KOSI-F<	7 KBCO-AF	7	7 KAZY-F	7 KBPI-F	7 KOSI-F	7
8	8	8	8	8 KRFX-F	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KQKS-F	1 KRXY-AF	1 KMJI-F>	1 KXKL-AF	1 KXKL-AF
2 KRXY-AF	2 KQKS-F<	2 KBCO-AF	2 KMJI-F	2 KMJI-F
3 KBPI-F>	3 KMJI-F	KXKL-AF	3 KRXY-AF	3 KYGO-F
4 KAZY-F	4 KXKL-AF<	4 KRFX-F<	4 KYGO-F	4 KBCO-AF
5 KZRZ-F	5 KBPI-F<	5 KRXY-AF	5 KQKS-F<	KOSI-F
6	6 KAZY-F<	6 KYGO-F	6 KBCO-AF>	6 KRXY-AF
7	7 KBCO-AF	7 KAZY-F	7	7
8	8	8 KQKS-F	8	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBPI-F<	1 KBCO-AF>	1 KBCO-AF>	1 KBCO-AF>	1 KBCO-AF>
2 KAZY-F	2 KAZY-F	2 KYGO-F>	2 KAZY-F<	2 KYGO-F<
3 KRXY-AF	3 KYGO-F	3 KAZY-F>	3 KYGO-F	3 KXKL-AF
4 KBCO-AF	KBPI-F	4 KBPI-F<	4 KXKL-AF	4 KOA
5 KQKS-F	5 KRXY-AF>	5 KRFX-F	5 KRXY-AF	5 KAZY-F
6	6 KRFX-F<	6 KRXY-AF<	KBPI-F	6 KRFX-F<
7	7 KQKS-F	7 KOA	7 KOA	7 KRXY-AF
8	8	8	8 KRFX-F	8

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDEN	1340	Denver	1.0/3.8
KRZN	1150	Englewood	0.8/2.8
KYBG	1090	Aurora	0.6/2.8
KIMN-F	107.9	Ft. Collins/Grl	0.3/0.9

RADIO STATIONS

AM STATIONS

KBNC	1220	1 KW	HISPANIC		$ 30.00	(Lotus)	
KDEN	1340	1 KW	TALK	MBS,ABC-C	$ 35.00	(Savalli)	
KDKO	1510	10 KW/1 KW (DA-1)	BLACK		$ 42.00	(HNWH)	
KEZW	1430	5 KW (DA-N)	NOSTALGIA	SMN	$ 46.00	(Interep)	
KHOW	630	5 KW (DA-N)	MOR	MBS	$ 88.00	(Republic)	Command
KLZ	560	5 KW (DA-1)	COUNTRY	ABC-I	$ 70.00	(Mc-Guild)	Summit
KBPI	710	5 KW (DA-N)	AOR	NBC	$ 65.00	(Durpetti)	Sandusky
KOA	850	50 KW	NEWS/TALK	CBS,ABC-I	$125.00	(Eastman)	Jacor
KQXI	1550	10 KW (DAYS)	RELIGION		$ 15.00	(---)	Mid America
KRKS	990	5 KW/390 W(DA-N)	RELIGION		$ 12.00	(---)	
KRZN	1150	5 KW/1 KW (DA-2)	OLDIES		$ 37.00	(Christal)	Genesis
KLSC	1090	50 KW/500 w(DA-2)	??		$ 30.00	(---)	Century
KXKL	1280	5 KW (DA-2)	OLDIES	MBS	$ NA	(Durpetti)	Shamrock
KYGO	950	5 KW (DA-N)	COUNTRY	US 1	$ NA	(CBS)	Jeff-Pilot

FM STATIONS

KAZY	106.7	100 KW @ 987	AOR	ABC-R	$ 88.00	(Mc-Guild)	Summit	
KBCO	97.3	100 KW @ 1541	AOR		$169.00	(MMR)	Noble	(BOULDER)
KBPI	105.9	100 KW @ 900	AOR	Source	$105.00	(Banner)	Sandusky	
KHIH	94.7	100 KW @ 500	JAZZ/NEW AGE		$ 57.00	(HNWH)	Adams	(BOULDER)
KMJI	100.3	100 KW @ 500	AC		$110.00	(Christal)	Genesis	
KRFX	103.5	100 KW @ 1061	OLDIES	ABC-E	$ 83.00	(Eastman)	Jacor	
KOST	101.1	100 KW @ 790	BTFL/EZ		$109.00	(Group W)		
KQKS	104.3	100 KW @ 980	CHR		$ 50.00	(HNWH)	Western Cities	(LONGMONT)
KRXY	107.5	100 KW @ 670	CHR	ABC-F	$107.00	(Katz)	Cap Cities/ABC	
KSYY	95.7	100 KW @ 725	SOFT AC	MBS,Trans	$ 81.00	(Republic)	Command	
KVOD	99.5	100 KW @ 380	CLASSICAL		$ 89.00	(Katz)	Henry	
KXKL	105.1	100 KW @ 1200	OLDIES	MBS	$ 78.00	(Durpetti)	Shamrock	
KYGO	98.5	100 KW @ 720	COUNTRY		$ 94.00	(CBS)	Jeff-Pilot	
KZRZ	92.1	720 W @ 620	AOR	APR	$ 36.00	(Banner)	Century	(CASTLE ROCK)

DETROIT

Arbitron Rank/Pop (12+): 6/3,570,000

MSA Rank/Pop: 5/4,346,200
ADI # 7
Average Person Ratings: 18.2
Market TSL: 23.75 hours

Stations: 32/28
Diaries: 2329/1533:1/53.6%
Sample Target: 2310
% Below Line: 1.6
% Not Listed: 8.1

1988 Revenue: $103,000,000
HH Inc.: $35,744
Retail $: 37.9 Bil
Pop per Station: 127,500
#1 Biller: WJR $20,000,000

12+ METRO		1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WJR	(MOR)	623/ 9.6	9.0	12.4	10.6	10.0	10.4	832/10862	8002/22.4	23.4	22.5	68	9.1	601	6629	WJR
2. WJLB-F	(B)	447/ 6.9	7.0	7.8	7.9	8.5	7.4	465/5194	4874/13.7	14.2	14.1	97	11.3	746	6595	WJLB-F
3. WJOI-F	(EZ)	359/ 5.5	4.7	5.1	5.8	5.9	5.3	370/4585	4351/12.2	10.5	12.4	82	3.3	217	2450	WJOI-F
4. WWWW-F	(C)	338/ 5.2	4.7	4.5	4.1	4.0	4.6	371/4733	4233/11.9	11.7	9.6	119	5.1	335	3309	WWWW-F
5. WLLZ-F	(AOR)	307/ 4.7	3.8	3.8	4.9	4.6	4.3	327/5287	4747/13.3	13.2	14.2	77	4.9	325	4685	WLLZ-F
6. WWJ	(N/T)	298/ 4.6	5.1	4.9	4.3	4.7	4.7	308/5654	5309/14.9	14.6	13.9	76	3.9	259	4038	WWJ
7. WHYT-F	(CHR)	283/ 4.4	3.4	5.3	4.6	4.9	4.4	301/6436	6025/16.9	15.4	17.2	75	5.9	390	6626	WHYT-F
8. WDFX-F	(CHR)	264/ 4.1	5.4	3.1	3.4	2.8	4.0	301/5082	4690/13.1	14.7	10.3	51	6.2	410	5530	WDFX-F
9. WCZY-F	(CHR)	259/ 4.0	4.4	4.0	4.6	5.5	4.3	271/5984	5595/15.7	16.4	19.5	125	3.3	220	5051	WCZY-F
10. WNIC-F	(AC)	258/ 4.0	4.9	4.8	3.9	3.6	4.4	278/4661	4340/12.2	13.1	12.3	113	5.7	374	3888	WNIC-F
11. WOMC-F	(AC)	236/ 3.6	4.4	3.2	2.6	2.9	3.5	241/3685	3510/ 9.8	11.3	9.7	142	3.0	196	2098	WOMC-F
12. WLTI-F	(AC)	227/ 3.5	2.6	2.5	2.6	2.8	2.8	242/3738	3612/10.1	7.8	6.9	134	2.0	129	1666	WLTI-F
13. WRIF-F	(AOR)	226/ 3.5	3.6	3.0	3.4	3.4	3.4	282/5328	4378/12.3	13.2	13.0	111	4.3	282	4885	WRIF-F
14. WXYT	(T)	219/ 3.4	3.1	3.2	3.2	3.1	3.2	224/2808	2685/ 7.5	7.3	7.9	62	2.9	194	2567	WXYT
15. WCSX-F	(AOR)	217/ 3.3	3.4	3.0	3.3	4.7	3.3	232/4198	3772/10.6	11.3	12.7	145	3.5	228	3132	WCSX-F
16. CKLW	(BB)	205/ 3.2	3.3	3.2	4.6	3.6	3.6	254/3783	3046/ 8.5	8.9	7.9	38	2.5	162	1738	CKLW
17. WKSG-F	(O)	141/ 2.2	3.4	3.1	2.0	1.9	2.7	143/2820	2781/ 7.8	8.1	6.6	136	2.8	183	2139	WKSG-F
18. WJZZ-F	(J)	135/ 2.1	1.7	1.7	2.1	1.5	1.9	148/2510	2224/ 6.2	6.3	5.4	152	2.2	143	2124	WJZZ-F
19. WCXI	(C)	119/ 1.8	1.3	1.3	1.8	1.3	1.5	142/1893	1669/ 4.7	4.3	3.6	100	1.3	87	1071	WCXI
20. WQRS-F	(CL)	115/ 1.8	1.5	1.2	1.5	1.9	1.5	124/1898	1674/ 4.7	4.8	5.0	117	1.3	85	1437	WQRS-F
21. CKMR-F	(O)	103/ 1.6	2.1	1.5	0.9	1.0	1.5	118/2284	1928/ 5.4	6.1	4.5	156	1.3	83	1826	CKMR-F
22. WGPR-F	(B)	97/ 1.5	1.1	1.7	1.5	1.1	1.5	100/2453	2355/ 6.6	5.0	5.0	107	1.7	115	1935	WGPR-F
23. WVAE-F	(J/NA)	88/ 1.4	1.3	1.1	1.6	2.0	1.4	95/1829	1704/ 4.8	4.0	6.2	136	2.2	148	1312	WVAE-F
WCHB	(B)	88/ 1.4	1.1	1.1	0.9	0.9	1.1	88/1130	1130/ 3.2	3.1	2.9	129	0.9	56	1490	WCHB
25.																

12+ FM SHARE (METRO): 71.41% (4269 of 5978) (WIN 88: 70.30%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDFX-F	1 WLLZ-F	1 WJLB-F	1 WJLB-F	1 WJLB-F<	1 WJR >	1 WJR >>	1 WJR	1 WJR	1 WJLB-F>	1 WJR >
2 WJLB-F>	2 WJLB-F>	2 WLLZ-F	2 WWWW-F<	2 WJR	2 WJOI-F	2 WWJ	2 WJOI-F	2 WJLB-F	2 WDFX-F	2 WWJ >
3 WHYT-F>>	3 WCSX-F<	3 WCZY-F	3 WCZY-F<	3 WWWW-F	3 WWWW-F<	3 WJLB-F	3 WJLB-F<	3 WWWW-F	3 WNIC-F<	3 WWWW-F>
4	4 WRIF-F	4 WNIC-F<	4 WJR <	4 WOMC-F<	4 WWJ	4 WCZY-F	4 WWWW-F	4 WJOI-F<	4 WJR <	4 WJLB-F>
5	5 WHYT-F	5 WCSX-F<	5 WOMC-F	5 WCZY-F<	5 WXYT <	5 WWWW-F	5 WLLZ-F	5 WLLZ-F	5 WHYT-F	5 WGPR-F<
6	6 WNIC-F	6 WWWW-F	WCSX-F	6 WCSX-F	6 CKLW >	6 WLLZ-F	6 WLTI-F<	6 WHYT-F	6 WLLZ-F	6 WJOI-F
7	7 WCZY-F	WRIF-F<	7 WNIC-F	7 WLTI-F	7 WOMC-F	7 WJOI-F	7 WOMC-F	7 WCZY-F	7 WJOI-F	7 WNIC-F
8	8 WDFX-F	8 WOMC-F	8 WRIF-F	8 WNIC-F	8 WLTI-F	8 WOMC-F<	8 WNIC-F<	8 WXYT	8 WXYT	8 WCSX-F
9	9 WOMC-F	WHYT-F	WLTI-F	WJOI-F	9 WCZY-F	9 WHYT-F	9 WCSX-F	WDFX-F	9 WWJ	9 WLLZ-F<
10	10 WLTI-F	10 WJR	10 WLLZ-F	10 WRIF-F	10 WCXI	10 WDFX-F	10 WWJ	10 WLTI-F	WOMC-F	10 WXYT

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WHYT-F	1 WJLB-F	1 WJLB-F>	1 WJLB-F	1 WJLB-F
2 WLLZ-F<	2 WHYT-F	2 WNIC-F	2 WNIC-F<	2 WJR
3 WJLB-F	3 WNIC-F>	3 WHYT-F	3 WHYT-F	WJOI-F
4 WDFX-F<	4 WLLZ-F	4 WOMC-F	4 WCZY-F<	4 WLTI-F<
5 WNIC-F	5 WOMC-F<	5 WCZY-F	5 WOMC-F	5 WNIC-F<
6 WLTI-F<	6 WCZY-F<	6 WLTI-F	WLTI-F	6 WWWW-F<
7 WCZY-F	7 WLTI-F	7 WJZZ-F	7 WWWW-F<	7 WOMC-F
8 WRIF-F<	8 WDFX-F	8 WCSX-F	8 WJOI-F	8 WCZY-F
9 WOMC-F>	9 WRIF-F	9 WLLZ-F	9 WJR <	9 WHYT-F>
10 WGPR-F	10 WJZZ-F	CKMR-F	10 WLLZ-F	10 WJZZ-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLLZ-F>>	1 WLLZ-F>	1 WCSX-F	1 WLLZ-F	1 WCSX-F
2 WRIF-F	2 WCSX-F	2 WLLZ-F	2 WCSX-F	2 WWWW-F<
3 WJLB-F	3 WRIF-F	3 WRIF-F	3 WJLB-F<	3 WJR <
4 WCSX-F	4 WJLB-F>>	4 WJLB-F>>	4 WRIF-F	4 WJLB-F
5 WHYT-F<	5 WCZY-F<	5 WJR	5 WCZY-F	5 WRIF-F
6 WNIC-F	6 WNIC-F	6 WLTI-F	6 WWWW-F	6 WLLZ-F
WCZY-F	WHYT-F	WCZY-F	7 WJR	7 WWJ
8 WDFX-F>	8 WDFX-F	8 WOMC-F	8 WNIC-F	WOMC-F
9 WKSG-F>	9 WKSG-F	9 WNIC-F<	9 WOMC-F	WCZY-F>
10 WWWW-F	10 WWWW-F	10 WHYT-F	10 WKSG-F	10 WLTI-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WHND	560	Monroe	0.5/1.5
WMTG	1310	Dearborn	1.0/2.8
WMUZ-F	103.5	Detroit	1.0/3.6
WQBH	1400	Detroit	1.0/3.3
CJOM-F	88.7	Windsor	0.4/2.3
WIOG-F	102.5	Bay City	0.3/0.9
WIOT-F	104.7	Toledo	0.5/1.4
WITL-F	100.7	Lansing	0.4/0.8

RADIO STATIONS

AM STATIONS

WCXI,	1130,	50 KW/10 KW(DA-2),	COUNTRY	APR,	$ 70.00 (Christal)	Shamrock	
WHND,	560,	500 W (DAYS, DA)	, OLDIES	US 1,	$ NA (Mc-Guild)	Greater Media	(MONROE)
WJR ,	760,	50 KW	, MOR/VARIETY	ABC-I,	$225.00 (Katz)	Cap Cities/ABC	
WMTG,	1310,	5 KW (DA-2)	, OLDIES	SMN,	$ 40.00 (Mc-Guild)	Fairmont	
WQBH,	1400,	1 KW	, BLACK	,	$ 56.00 (Patt)		
WWJ ,	950,	5 KW (DA-N)	, NEWS	CBS,	$155.00 (CBS)	CBS	
WXYT,	1270,	5 KW	, TALK	MBS,NBC,	$100.00 (Roslin)		
WCAR,	1090,	250 W/500 W(DA-2),	ETHNIC	,	$ 23.00 (---)	Wolpin	(LIVONIA)
WCHB,	1440,	1 KW	, BLACK/GOSPEL	NBN,	$ 43.00 (Torbet)		(INKSTER)
CKLW,	800,	50 KW (DA-2)	, NOSTALGIA	,	$ 75.00 (Banner)		(WINDSOR ON

FM STATIONS

WCSX,	94.7,	10 KW @ 950,	CLASSIC ROCK	US 1,	$105.00 (Mc-Guild)	Greater Media	
WCZY,	95.5,	100 KW @ 430,	CHR	,	$154.00 (HNWH)	Broadcast Partners	
WDFX,	99.5	21 KW @ 754,	CONTEMP	CBS-R,	$ 93.00 (MMR)	Hoker	
WGPR,	107.5,	50 KW @ 360,	BLACK	SBN,	$ 60.00 (Lazar)		
WHYT,	96.3,	20 KW @ 780,	CHR	ABC-C,	$158.00 (Katz)	Cap cities/ABC	
WJLB,	97.9,	50 KW @ 490,	BLACK	,	$160.00 (MMR)	Booth	
WJOI,	97.1,	12 KW @ 802,	BTFL/EZ	,	$147.00 (CBS)	CBS	
WJZZ,	105.9,	20 KW @ 724,	JAZZ	,	$ 78.00 (Torbet)		
WKSG,	102.7,	50 KW @ 500,	OLDIES	ABC-E,	$ 97.00 (Durpetti)	Media Comm	
WLLZ,	98.7,	50 KW @ 480,	AOR	ABC-F,	$150.00 (Banner)	Legacy	
WLTI,	93.1,	20 KW @ 500,	SOFT AC	,	$109.00 (Christal)	Viacom	
WMUZ,	103.5,	50 KW @ 500,	RELIGION	,	$ 40.00 (Crawford)	Crawford	
WNIC,	100.3,	50 KW @ 400,	AC	,	$163.00 (Mc-Guild)	Fairmont	
WOMC,	104.3,	50 KW @ 416,	AC	US 2,	$152.00 (Republic)	Infinity	
WQRS,	105.1,	18 KW @ 782,	CLASSICAL	,	$ 90.00 (CMBS)	Marlin	
WRIF,	101.1,	27 KW @ 880,	AOR	ABC-R,	$128.00 (Republic)	Great American	
WVAE,	92.3,	21 KW @ 742,	JAZZ/NEW AGE	,	$ 88.00 (Roslin)		
WWWW,	106.7,	61 KW @ 700,	COUNTRY	APR,	$143.00 (Christal)	Shamrock	
CKLW,	93.9,	100 KW @ 700,	AC/OLDIES	,	$ 60.00 (Republic)		(WINDSOR,ON

EL PASO

Arbitron Rank/Pop (12+): 80/443,600

MSA Rank/Pop: 88/569,700
ADI # 103
Average Person Ratings: 18.8
Market TSL: 24.5 hours

Stations: 25/18
Diaries: 915/485:1/58.4%
Sample Target: 800
% Below Line: 5.4
% Not Listed: 7.3

1988 Revenue: $12,400,000
HH Inc.: $28,241
Retail $: 2.8 Bil
Pop per Station: 24,644
#1 Biller: KHEY-AF $3,100,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KPRR-F (CHR)	112/13.4	12.0	11.7	13.1	8.6	12.6	115/1243	1147/25.9	23.9	19.2	55	19.9	171	1196	KPRR-F
2. KLAQ-F (AOR)	90/10.8	10.9	16.0	10.6	10.3	12.1	107/1214	982/22.1	21.7	22.9	92	13.4	115	1196	KLAQ-F
3. KHEY-F (C)	87/10.4	11.2	8.4	10.0	10.5	10.0	107/1214	982/22.1	24.5	22.4	114	12.6	108	1163	KHEY-F
4. KBNA-AF (SP)	64/ 7.6	8.9	8.2	8.4	8.7	8.3	68/844	770/17.4	17.7	19.0	96	4.7	2938	190	KBNA-AF
5. KAMZ-F (AC)	59/ 7.1	4.8	6.1	5.9	6.8	6.0	59/823	823/18.6	16.4	23.9	117	6.4	55	727	KAMZ-F
6. KTSM-F (EZ)	56/ 6.7	5.9	4.9	6.5	6.4	6.0	80/953	725/16.3	12.5	14.3	78	5.3	46	789	KTSM-F
7. KLTO-F (AC)	49/ 5.9	5.6	3.8	3.7	4.9	4.8	49/706	665/15.0	14.0	13.6	125	4.0	34	673	KLTO-F
8. KAMA (SP)	41/ 4.9	4.8	6.6	5.1	6.7	5.3	49/595	529/11.9	9.9	14.6	114	4.5	39	554	KAMA
9. KEZB-AF (CHR)	37/ 4.4	6.4	9.8	9.0	10.7	7.4	63/1123	817/18.4	22.9	29.5	82	6.5	56	1240	KEZB-AF
10. KOFX-F (AC)	35/ 4.2	4.4	6.1	5.1	3.4	4.9	39/668	500/11.3	13.2	11.0	167	3.5	30	371	KOFX-F
11. KROD (O)	33/ 3.9	4.4	4.2	2.6	2.4	3.8	43/694	495/11.2	8.2	8.4	167	2.3	20	338	KROD
12. KTSM (N/T)	26/ 3.1	3.8	2.9	3.5	3.0	3.3	28/448	382/ 8.6	9.4	8.3	110	3.0	26	311	KTSM
13. KHEY (C)	21/ 2.5	2.8	3.0	2.4	4.0	2.7	30/810	476/10.7	9.0	11.5	92	3.0	26	407	KHEY
14.															
15.															

12+ FM SHARE (METRO): 76.39% (592 of 775) (WIN 88: 75.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPRR-F>>	1 KLAQ-F	1 KLAQ-F	1 KHEY-F	1 KHEY-F	1 KTSM-F	1 KPRR-F	1 KHEY-F	1 KPRR-F	1 KPRR-F>	1 KLAQ-F
2 KLAQ-F	2 KPRR-F	2 KHEY-F	2 KLAQ-F	2 KLAQ-F	2 KBNA-AF	2 KHEY-F	2 KLAQ-F	2 KLAQ-F	2 KLAQ-F>	KHEY-F
3 KEZB-AF	3 KHEY-F>	3 KPRR-F	3 KAMZ-F	3 KAMZ-F	3 KHEY-F	3 KLAQ-F	3 KBNA-AF	3 KHEY-F>	3 KAMZ-F>	3 KPRR-F>
4	4 KAMZ-F	4 KLTO-F<	4 KLTO-F<	4 KPRR-F	4 KAMA	4 KTSM-F<	4 KPRR-F	4 KLTO-F	4 KHEY-F	4 KAMZ-F
5	5 KLTO-F	5 KAMZ-F	5 KPRR-F	KLTO-F<	5 KROD	5 KAMZ-F	5 KTSM-F	5 KBNA-AF<	5 KEZB-AF	5 KTSM-F
6	6	6	6	6 KBNA-AF	6	6	KLTO-F	6 KAMZ-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KPRR-F>>	1 KPRR-F>	1 KOFX-F	1 KPRR-F	1 KHEY-F	1 KLAQ-F	1 KLAQ-F>>	1 KLAQ-F	1 KLAQ-F>	1 KLAQ-F
2 KLAQ-F	2 KLAQ-F	2 KPRR-F	2 KHEY-F	2 KLTO-F	KHEY-F>>	2 KHEY-F	KHEY-F>>	2 KHEY-F>	2 KHEY-F>
KHEY-F>	KHEY-F	3 KLTO-F	3 KLTO-F	3 KPRR-F	3 KPRR-F	3 KPRR-F>	3 KAMZ-F	3 KPRR-F	3 KAMZ-F>
4 KAMZ-F>	4 KLTO-F	KLAQ-F	4 KAMZ-F	4 KOFX-F	4 KLTO-F>	4 KAMZ-F	4 KPRR-F	4 KAMZ-F	4 KBNA-AF
5 KEZB-AF	KAMZ-F	KHEY-F	5 KLAQ-F	5 KBNA-AF	5 KAMZ-F	5 KLTO-F	5 KOFX-F	5 KLTO-F	5 KTSM
KLTO-F	6	6	6	KAMZ-F	6 KEZB-AF	6	6 KBNA-AF	6	KROD
									KPRR-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KELP	1590	El Paso	1.2/3.2
KPAS-F	103.1	Fabens/El Paso	0.4/1.3
KVIV	1340	El Paso	0.8/3.6
XEFV	1000	Ciudad Juarez	0.8/1.8
XEJ	970	Ciudad Juarez	1.2/3.2
XEPZ	1190	Ciudad Juarez	0.8/1.7
XHEM-F	103.5	Ciudad Juarez	0.8/1.1
XHIM-F	105.1	Ciudad Juarez	0.8/1.9
XHNZ-F	107.5	Ciudad Juarez	0.4/1.6
XROK	800	Ciudad Juarez	0.5/3.2

RADIO STATIONS

KAMA,	750,	10 KW/ 1 KW (DA-2)	, HISPANIC	,	$ 33.00	(Caballero)	Pinnacle
KBNA,	920,	1 KW/500 W (DA-N)	, HISPANIC	,	$ NA	(Katz Hisp.)	Tichenor
KHEY,	690,	10 KW (DA-2)	, COUNTRY	ABC-I,	$ 35.00	(Katz)	
KROD,	600,	5 KW (DA-N)	, AC	CBS-R,	$ 22.00	(HNWH)	
KTSM,	1380,	5 KW/500 W	, TALK/NEWS	CBS,NBC,	$ 25.00	(HNWH)	
KVIV,	1340,	1 KW	, HISPANIC	,	$ 19.00	(Lotus)	
KAMZ-F,	93.1	30 KW @ 1190,	CHR	,	$ 44.00	(Eastman)	Pinnacle
KBNA-F,	97.5,	60 KW @ 1080,	HISPANIC	,	$ 30.00	(Katz Hisp.)	Tichenor
KEZB-F,	93.9,	100 KW @ 1210,	CHR	ABC-F,	$ 52.00	(Christal)	
KHEY-F,	96.3,	100 KW @ 1388,	COUNTRY	,	$ 70.00	(Katz)	
KLAQ-F,	95.5,	88 KW @ 1390,	AOR	Source,	$ 57.00	(HNWH)	
KLTO-F,	94.7,	91 KW @ 1080,	AC	,	$ 34.00	(Republic)	
KOFX-F,	92.3,	100 KW @ 1860,	AC/HISPANIC	US 1,	$ 28.00	(Mc-Guild)	
KPRR-F,	102.1,	100 KW @ 1190,	CHR	US 2,	$ 32.00	(Torbet)	
KTSM-F,	99.9,	100 KW @ 1820,	BTFL/EZ	CBS,NBC,	$ 31.00	(HNWH)	

FRESNO

Arbitron Rank/Pop (12+): 73/494,600
Stations: 24/23
1988 Revenue: $18,000,000
Diaries: 870/569:1/50.8%
HH Inc.: $33,709
MSA Rank/Pop: 82/611,000
Sample Target: 840
Retail $: 3.5 Bil
ADI # 62
% Below Line: 1.2
Pop per Station: 21,504
Average Person Ratings: 15.4
% Not Listed: 12.6
#1 Biller: KMJ $2,700,000
Market TSL: 21.0 hours

12+ METRO		1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KMJ	(N/T)	88/11.6	9.3	8.8	9.5	10.0	9.8	156/1945	1003/20.3	18.5	20.1	66	10.0	83	979	KMJ
2. KKDJ-F	(AOR)	63/ 8.3	6.1	7.7	7.6	6.6	7.4	111/1284	766/15.5	13.6	14.0	96	10.2	84	816	KKDJ-F
3. KBOS-F	(CHR)	57/ 7.5	5.9	4.5	5.7	6.8	5.9	136/1989	935/18.9	17.8	15.7	59	11.0	91	1213	KBOS-F
4. KNAX-F	(C)	53/ 7.0	4.9	5.5	5.9	6.7	5.8	57/847	740/15.0	11.6	12.5	143	7.6	63	577	KNAX-F
5. KOJY-F	(EZ)	46/ 6.1	8.8	6.8	6.4	6.8	7.0	109/1273	629/12.7	14.9	11.9	75	3.9	32	455	KOJY-F
6. KMGX-F	(CHR)	45/ 5.9	7.0	9.2	9.0	9.9	7.8	62/1222	867/17.5	20.1	18.9	75	8.1	67	1094	KMGX-F
7. KFSO-F	(AC)	41/ 5.4	6.4	7.1	5.9	4.5	6.2	72/1330	707/14.3	13.8	11.6	163	7.4	61	599	KFSO-F
8. KYNO-F	(CHR)	35/ 4.6	5.2	6.2	5.3	7.6	5.3	40/847	700/14.2	15.3	19.9	48	5.9	49	921	KYNO-F
9. KFIG-AF	(AC)	34/ 4.4	4.5	4.3	4.6	4.8	4.4	44/795	654/13.2	14.8	15.0	127	4.3	36	446	KFIG-AF
10. KOQO-F	(SP)	26/ 3.4	2.9	3.3	2.7	3.3	3.1	46/395	279/ 5.6	6.9	7.5	115	2.3	19	380	KOQO-F
11. KFYE-F	(AC)	25/ 3.3	3.7	2.3	2.3	2.3	2.9	59/913	438/ 8.9	10.3	9.0	170	1.2	10	206	KFYE-F
KCLQ-F	(AOR)	25/ 3.3	1.7	2.9	4.6	2.5	3.1	37/586	399/ 8.1	6.6	8.5	148	3.0	25	574	KCLQ-F
13. KFRE	(C)	23/ 3.0	3.2	2.3	2.4	3.6	2.7	75/1097	382/ 7.7	6.4	6.9	107	2.4	20	283	KFRE
14. KGST	(SP)	19/ 2.5	3.6	3.2	5.0	2.4	3.6	19/256	256/ 5.2	6.0	4.7	108	1.5	12	221	KGST
15. KKAM	(B)	16/ 2.1	1.4	1.4	1.7	1.6	1.6	16/149	149/ 3.0	3.8	4.1	152	2.8	23	194	KKAM
16. KTHT-F	(AC)	15/ 2.0	2.0	1.6	2.5	1.6	2.0	19/322	250/ 5.1	7.1	6.5	100	1.1	9	213	KTHT-F
17.																
18.																
19.																
20.																

12+ FM SHARE (METRO): 73.04% (485 of 664) (WIN 88: 73.99%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBOS-F>>	1 KKDJ-F>	1 KKDJ-F>	1 KFSO-F<	1 KNAX-F	1 KMJ >>	1 KMJ >>	1 KMJ	1 KKDJ-F	1 KBOS-F<	1 KMJ >>
2 KYNO-F	2 KBOS-F<	2 KNAX-F	2 KNAX-F	2 KFSO-F	2 KOJY-F	2 KKDJ-F	2 KKDJ-F	2 KBOS-F	2 KMJ	2
3 KMGX-F	3 KMGX-F	3 KFSO-F	3 KKDJ-F>	3 KKDJ-F	3 KNAX-F>	3 KBOS-F<	3 KNAX-F<	3 KMJ <	3 KKDJ-F>	3
4	4 KCLQ-F	4 KBOS-F	4 KMJ <	4 KMJ >	4 KFSO-F	4 KNAX-F	4 KFSO-F<	4 KNAX-F	4 KMGX-F>	4
5	5 KFIG-AF	5 KMGX-F	5 KFYE-F	5 KFIG-AF	5 KFRE	5 KMGX-F	5 KOJY-F	5 KFSO-F	5 KNAX-F	5
6	KYNO-F	6	6	KFYE-F	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KYNO-F	1 KMGX-F	1 KFIG-AF	1 KNAX-F	1 KNAX-F>	1 KKDJ-F>>	1 KKDJ-F>>	1 KKDJ-F>	1 KKDJ-F>	1 KKDJ-F
2 KMGX-F	2 KFIG-AF	2 KFYE-F	2 KFIG-AF	2 KFIG-AF	2 KBOS-F>	2 KCLQ-F	2 KCLQ-F>	2 KFSO-F	2 KFSO-F<
3 KKDJ-F	3 KKDJ-F	3 KMGX-F	3 KMGX-F	3 KFSO-F	3 KMGX-F>	3 KBOS-F	3 KMJ	3 KCLQ-F	3 KMJ
KBOS-F>	KBOS-F	KKDJ-F	4 KBOS-F	4 KFYE-F	4 KYNO-F>	4 KMGX-F>	4 KFSO-F	KBOS-F	4 KCLQ-F
5 KFIG-AF	5 KYNO-F	KBOS-F	5 KKDJ-F	5 KMJ	5 KFIG-AF	5 KMJ	5 KFYE-F	5 KMJ	5 KNAX-F>
KOQO-F	6	6	KFSO-F	KMGX-F	KTHT-F	KFSO-F	6	6	6
					KCLQ-F				

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KEZL-F	96.7	Fowler/Fresno	1.2/2.3
KOQO	790	Clovis/Fresno	0.4/2.2
KRDU	1130	Dinuba	0.7/1.6
KXEX	1550	Fresno	1.6/4.5
KXMX-F	92.1	Madera	0.8/2.7
KYNO	1300	Fresno	1.2/2.4
KJUG-F	106.7	Tulare	1.2/2.5

RADIO STATIONS

KFRE,	940,	50 KW (DA-2)	, COUNTRY	ABC-D,	$ 32.00 (HNWH)		
KGST,	1600,	5 KW (DA-N)	, HISPANIC	,	$ 21.00 (Lotus)		
KKAM,	1340,	1 KW	, BLACK	CBS, MBS,	$ 20.00 (CBS)		
KMJ ,	580,	5 KW	, NEWS/TALK	ABS-I,	$ 56.00 (Katz)	Henry	
KXEX,	1550,	5 KW/2.5 KW (DA-2)	, HISPANIC	,	$ 23.00 (---)		
KYNO,	1300,	5 KW/1 KW (DA-N)	, OLDIES	US 2,	$ 21.00 (Banner)	Brown	
KFIG-F,	101.1,	50 KW @ 310,	AC	APR,	$ 45.00 (Eastman)		
KOQO-F,	101.9,	2 KW @ 1870,	HISPANIC	,	$ 39.00 (Caballero)	Group III	
KFYE-F,	93.7,	68 KW @ 1912,	AC	,	$ 39.00 (Katz)	Henry	
KKDJ-F,	105.9,	2 KW @ 1960,	AOR	,	$ 50.00 (Durpetti)		
KNAX-F,	97.9,	48 KW @ 312,	COUNTRY	ABC-E,	$ 43.00 (HNWH)	First Sierra	
KOJY-F,	98.9,	19 KW @ 820,	BTFL/EZ	,	$ 37.00 (MMR)		(DINUBA)
KTHT-F,	102.7,	50 KW @ 500,	SOFT AF	,	$ 30.00 (Christal)		
KYNO-F,	95.7,	21 KW @ 764,	CHR	,	$ 60.00 (Banner)	Brown	
KBOS-F,	94.9,	16 KW @ 847,	CHR	ABC-F,	$ 39.00 (CBS)		(TULARE)
KCLQ-F,	107.5,	19 KW @ 790,	CLASSIC ROCK	,	$ 37.00 (Republic)	Liggett	(HANFORD)
KFSO-F,	92.9,	19 KW @ 820,	OLDIES	US 1, CBS-R,	$ 40.00 (CBS)	Americom	(VISALIA)
KMGX-F,	103.7,	50 KW @ 500,	CHR	,	$ 54.00 (Christal)	Olympia	(HANFORD)
KEZL-F,	96.7,	3 KW @ 316,	EZ (?)	,	$ 22.00 (K & P)		(FOWLER)

GRAND RAPIDS

Arbitron Rank/Pop (12+): 66/535,200

MSA Rank/Pop: 71/669,000
ADI #37 w/ Kalamazoo
Average Person Ratings: 17.9
Market TSL: 23.25 hours

Stations: 23/17
Diaries: 1002/534:1/58.9%
Sample Target: 890
% Below Line: 12.4
% Not Listed: 14.3

1988 Revenue: $23,600,000
HH Inc.: $35,153
Retail $: 4.7 Bil
Pop per Station: 31,482
#1 Biller: WLAV-F $3,700,000

12+ METRO		1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WKLQ-F	(CHR)	77/ 8.0	7.1	7.7	11.8	8.8	8.6	113/1956	1255/23.4	22.3	22.8	93	8.8	84	1183	WKLQ-F
WCUZ-F	(C)	77/ 8.0	6.9	8.3	6.1	6.8	7.3	132/1611	952/17.8	16.1	15.6	138	8.7	83	864	WCUZ-F
3. WLHT-F	(AC)	76/ 7.9	7.3	6.6	9.0	8.9	7.7	110/1306	929/17.4	16.9	18.8	144	6.0	57	653	WLHT-F
4. WOOD-F	(EZ)	75/ 7.8	8.7	10.7	7.1	10.7	8.6	154/1934	1044/19.5	18.5	19.5	79	8.4	80	1162	WOOD-F
5. WLAV-F	(AOR)	74/ 7.7	7.8	6.5	7.8	10.0	7.4	115/1562	993/18.6	15.3	21.7	112	10.7	102	1080	WLAV-F
WGRD-F	(CHR)	74/ 7.7	8.7	6.2	7.8	5.0	7.6	131/2356	1359/25.4	24.0	19.6	57	11.0	105	1447	WGRD-F
7. WOOD	(MOR)	69/ 7.2	6.3	5.6	7.3	8.0	6.6	76/920	730/13.6	17.7	17.5	58	6.7	64	893	WOOD
8. WJFM-F	(O)	59/ 6.2	8.3	8.7	3.3	2.4	6.6	119/1686	914/17.1	17.7	8.7	139	4.4	42	599	WJFM-F
9. WMUS-F	(C)	53/ 5.5	3.1	4.6	4.1	5.4	4.3	146/1559	622/11.6	9.2	10.3	120	4.5	43	486	WMUS-F
10. WSNX-F	(CHR)	48/ 5.0	4.7	5.0	4.9	2.9	4.9	115/1674	734/13.7	13.0	9.7	60	6.5	62	862	WSNX-F
11. WFUR-F	(R/G)	28/ 2.9	2.2	1.5	2.7	3.0	2.3	39/646	459/ 8.6	6.9	7.9	48	1.4	13	281	WFUR-F
12. WCUZ	(C)	26/ 2.7	3.3	5.3	3.6	4.5	3.7	26/389	319/ 6.0	9.1	9.1	81	1.5	14	265	WCUZ
13. WYXX-F	(AC)	23/ 2.4	2.6	2.2	1.8	1.9	2.3	54/768	411/ 7.7	7.2	7.2	142	1.3	12	258	WYXX-F
14.																
15.																

12+ FM SHARE (METRO): 83.78% (687 of 820) (WIN 88: 77.88%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGRD-F>>	1 WLAV-F	1 WLAV-F	1 WLHT-F	1 WLHT-F<	1 WOOD-F<	1 WOOD-F<	1 WLHT-F	1 WLAV-F<	1 WGRD-F	1 WOOD >>
2 WKLQ-F	2 WKLQ-F	2 WLHT-F	2 WCUZ-F	2 WCUZ-F	2 WOOD	2 WOOD <	2 WOOD-F	2 WKLQ-F<	2 WKLQ-F	2 WKLQ-F
3 WSNX-F	3 WJFM-F	3 WKLQ-F	3 WLAV-F	3 WLAV-F	3 WCUZ-F>	3 WCUZ-F	3 WLAV-F	3 WLHT-F	3 WOOD-F	3 WJFM-F
4	4 WLHT-F	4 WJFM-F	4 WJFM-F	WJFM-F	4 WLHT-F	4 WLHT-F	4 WCUZ-F	4 WGRD-F	WOOD	4 WOOD-F
5	5 WGRD-F	5 WCUZ-F	5 WKLQ-F	5 WKLQ-F	5 WMUS-F	5 WKLQ-F	5 WOOD	5 WCUZ-F<	5 WLAV-F	5 WLHT-F
6	6	6	6	6	6	6 WLAV-F	6	6 WOOD-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKLQ-F	1 WKLQ-F	1 WLHT-F	1 WKLQ-F<	1 WLHT-F	1 WLAV-F>>	1 WLAV-F>	1 WLAV-F	1 WLAV-F>	1 WCUZ-F<
2 WGRD-F	2 WLHT-F	WKLQ-F	2 WLHT-F>	2 WCUZ-F	2 WKLQ-F	2 WJFM-F	2 WJFM-F	2 WJFM-F<	2 WLHT-F
3 WSNX-F	3 WLAV-F<	3 WLAV-F	3 WCUZ-F	3 WKLQ-F	3 WSNX-F	3 WKLQ-F	3 WLHT-F>	3 WLHT-F	3 WLAV-F<
WLHT-F	4 WGRD-F	WJFM-F>	4 WLAV-F	4 WOOD-F	WGRD-F>	4 WSNX-F	4 WKLQ-F	4 WKLQ-F	4 WJFM-F>
5 WLAV-F	5 WJFM-F	5 WGRD-F	5 WGRD-F	5 WMUS-F	5 WJFM-F	5 WLHT-F	WCUZ-F	WCUZ-F	5 WMUS-F
6	6	6 WYXX-F	6 WJFM-F	WJFM-F	6 WMUS-F	WGRD-F	6	6	6 WKLQ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFUR	1570	Grand Rapids	0.3/1.1	WEVS-F	92.7	Saugatuck	0.8/2.3
WHTC	1450	Holland	0.7/2.3	WJR	760	Detroit	0.4/1.1
WJQK-F	99.3	Zeeland/Holland	0.9/3.2	WMUS	1090	Muskegon/Gr.Rpd	0.0/0.8
WKTH	1410	Grand Rapids	0.4/1.9	WPLB-F	107.3	Greenville	0.6/2.6
WKWM	1140	Kentwood/Gr.Rpd	1.3/3.0				
WLAV	1340	Grand Rapids	0.8/3.2				

RADIO STATIONS

WCUZ,	1230,	1 KW	, COUNTRY	ABC-I,	$ 30.00 (Christal)	Federated	
WFUR,	1570,	1 KW	, RELIGION	,	$ 10.00 (---)	Kuiper	
WKTH,	1410,	1 KW (DAYS)	, OLDIES	SMN,	$ 17.00 (Durpetti)	Regional	
WKWM,	1140,	5 KW (DAYS,DA)	, BLACK	SBN,	$ 16.00 (Patt)		
WLAV,	1340,	1 KW	, OLDIES	Trans,	$ 17.00 (MMR)	Adams	
WMAX,	1480,	5 KW (DA-N)	, RELIGION	,	$ 10.00 (---)		
WOOD,	1300,	5 KW (DA-N)	, MOR	NBC,	$ 61.00 (Katz)	United Artists	
WCUZ-F,	101.3,	50 KW @ 420,	COUNTRY	ABC-E,	$ 66.00 (Christal)	Federated	
WFUR-F,	102.9,	48 KW @ 510,	RELIGION	,	$ 15.00 (---)	Kuiper	
WGRD-F,	97.9,	30 KW @ 590,	CHR	ABC-C,	$ 44.00 (Durpetti)		
WJFM-F,	93.7,	320 K2 @ 780,	OLDIES	CBS-R,	$ 28.00 (Mc-Guild)		
WKLQ-F,	94.5,	50 KW @ 500,	CHR	,	$ 56.00 (Eastman)	Bloomington	(HOLLAND)
WLAV-F,	96.9,	50 KW @ 500,	AOR	Source,	$ 70.00 (MMR)	Adams	
WLHT-F,	95.7,	41 KW @ 554,	AC	,	$ 63.00 (Republic)	Liggett	
WOOD-F,	105.7,	265 KW @ 810,	BTFL/EZ	NBC,	$ 73.00 (Katz)	United Artists	
WYXX-F,	96.1,	50 K2 @ 420,	SOFT AC	,	$ 24.00 (Patt)		(HOLLAND)
WMUS-F,	106.9,	50 KW @ 480,	COUNTRY	,	$ 40.00 (HNWH)		(MUSKEGON)
WSNX-F,	104.5,	50 KW @ 360,	CHR	,	$ 32.00 (Banner)	Goodrich	(MUSKEGON)

American Radio Winter, 1989, Copyright 1989

GREENSBORO-WS

Arbitron Rank/Pop (12+): 50/771,900
MSA Rank/Pop: 57/913,600
ADI # 47
Average Person Ratings: 18.5
Market TSL: 24.25 hours

Stations: 33/26
Diaries: 1201/643:1/58.5%
Sample Target: 1070
% Below Line: 5.4
% Not Listed: 12.7

1988 Revenue: $21,600,000
HH Inc.: $31,060
Retail $: 6.5 Bil
Pop per Station: 29,688
#1 Biller: WTQR-F $4,400,000

12+ METRO		1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WTQR-F	(C)	215/15.1	16.8	18.1	17.5	18.6	16.9	415/4285	2229/28.9	25.6	28.9	122	16.2	215	2069	WTQR-F
2. WKRR-F	(AOR)	115/ 8.1	8.3	9.9	13.3	7.4	9.9	167/2057	1445/18.7	17.3	14.2	112	11.6	154	1452	WKRR-F
3. WJMH-F	(C)	108/ 7.6	3.8	4.4	5.0	4.9	5.2	158/1890	1330/17.2	9.8	11.2	82	9.6	128	1149	WJMH-F
4. WMAG-F	(AC)	78/ 5.5	6.8	7.9	6.7	6.5	6.7	131/1737	1048/13.6	15.2	17.3	142	6.2	82	862	WMAG-F
WKZL-F	(CHR)	78/ 5.5	6.2	7.3	7.1	6.2	6.5	107/2047	1403/18.2	17.1	17.3	65	6.8	90	1183	WKZL-F
6. WSJS	(MOR)	73/ 5.1	5.0	3.7	4.5	5.6	4.6	73/1030	1017/13.2	12.1	12.0	94	3.5	47	518	WSJS
7. WMQX-F	(O)	69/ 4.8	3.1	2.0	1.7	2.3	2.9	124/1670	935/12.1	10.4	7.0	154	3.3	44	849	WMQX-F
8. WOJY-F	(AC)	63/ 4.4	3.1	4.3	5.2	5.3	4.3	87/1427	884/11.5	10.3	13.1	118	2.4	32	491	WOJY-F
9. WQMG-F	(B)	59/ 4.1	8.9	7.9	4.6	5.4	6.4	85/1060	818/10.6	12.7	10.3	98	7.0	93	990	WQMG-F
10. WKSI-F	(CHR)	55/ 3.9	5.4	5.9	4.5	5.5	4.9	110/2054	1175/15.2	16.0	16.9	62	4.1	55	1075	WKSI-F
11. WWMY-F	(EZ)	45/ 3.2	2.3	2.4	1.7	1.8	2.4	70/777	456/ 5.9	5.3	4.9	91	1.8	24	306	WWMY-F
12. WHPE-F	(REL)	29/ 2.0	1.5	0.8	1.1	2.0	1.[illegible]	43/481	315/ 4.1	3.8	5.5	65	1.7	22	303	WHPE-F
WAAA	(B)	29/ 2.0	2.0	2.7	2.5	3.0	2.3	29/365	365/ 4.7	4.1	4.4	105	2.6	35	456	WAAA
14. WMFR	(BB)	28/ 2.0	2.5	2.7	1.9	1.7	2.3	28/299	299/ 3.9	4.3	3.8	40	1.1	15	340	WMFR
15.																

12+ FM SHARE (METRO): 81.85% (1019 of 1245) (WIN 88: 79.90%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKSI-F	1 WKRR-F>	1 WTQR-F>	1 WTQR-F>	1 WTQR-F>>	1 WTQR-F>>	1 WTQR-F>	1 WTQR-F>	1 WTQR-F>	1 WJMH-F	1 WJMH-F
2 WJMH-F	2 WJMH-F	2 WKRR	2 WKRR-F	2 WKRR-F	2 WSJS >	2 WSJS	2 WKRR-F	2 WKRR-F	2 WTQR-F	2 WTQR-F
3 WKZL-F>>	3 WTQR-F<	3 WJMH-F	3 WMAG-F	3 WMAG-F	3 WMQX-F	3 WKRR-F<	3 WMAG-F	3 WJMH-F	3 WKRR-F>	3 WSJS >
4 WQMG-F	4 WKZL-F>	4 WMAG-F	4 WMQX-F	4 WMQX-F	4 WWMY-F	4 WMAG-F>	4 WOJY-F<	4 WKZL-F	4 WKSI-F	4 WKZL-F
5	5 WMAG-F<	5 WMQX-F	5 WJMH-F	5 WJMH-F	WMAG-F	5 WKZL-F<	5 WMQX-F	5 WMAG-F<	5 WKZL-F	WKRR-F
6	6 WQMG-F	6 WKZL-F	6	6	6 WOJY-F	6 WJMH-F	6	6 WOJY-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WJMH-F<	1 WKZL-F<	1 WTQR-F	1 WTQR-F>	1 WTQR-F>
2 WKZL-F>	2 WJMH-F	2 WMAG-F	2 WMAG-F	2 WMAG-F>
3 WKRR-F	3 WKRR-F	3 WKRR-F	3 WJMH-F	3 WOJY-F
4 WKSI-F	4 WMAG-F	4 WKZL-F	4 WKZL-F	WMQX-F
5 WMAG-F	5 WTQR-F	5 WQMG-F	5 WKRR-F	5 WSJS <
6	6	WJMH-F	6	6 WJMH-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKRR-F>>	1 WKRR-F>>	1 WKRR-F>>	1 WKRR-F<	1 WTQR-F>
2 WJMH-F>	2 WJMH-F	2 WJMH-F	2 WTQR-F>	2 WKRR-F>
3 WTQR-F>	3 WTQR-F>	3 WTQR-F>	3 WJMH-F	3 WMQX-F
4 WQMG-F	4 WKZL-F	4 WMQX-F	4 WMQX-F>	4 WJMH-F
WKZL-F>>	5 WQMG-F	5 WKZL-F	5 WQMG-F<	5 WMAG-F
6	6 WMQX-F	6	6 WMAG-F	6

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEAL	1510	Greensboro	1.1/2.2
WKEW	1400	Greensboro	1.3/3.8
WKXR	1260	Asheboro	0.5/1.2
WLXN	1440	Lexington	0.7/1.1
WMQX	1340	Winston-Salem	0.2/0.9
WPCM-F	101.1	Burlington	1.1/5.5
WPET	950	Greensboro	0.6/1.5
WSGH	1040	Lewisville/W-S	0.6/0.8
WSMX	1500	Winston-Salem	0.6/1.2
WTNC	790	Thomasville	0.7/2.5
WWGL-F	94.1	Lexington	0.8/2.7
WZOO	710	Asheboro	0.4/0.8
WDCG-F	105.1	Durham/Raleigh	0.8/4.1
WFMX-F	105.7	Statesville	0.6/3.7
WLVK-F	96.9	Statesville	0.3/0.9
WMXC-F	104.7	Charlotte	1.1/3.6
WRDX-F	106.5	Salisbury/Chrlt	0.4/1.4
WROQ-F	95.1	Charlotte	1.3/3.3
WSOC-F	103.7	Charlotte	0.8/2.2

RADIO STATIONS

WAAA,	980,	1 KW (DAYS)	, BLACK	NBN,	$ 21.00	(---)		
WEAL,	1510,	1 KW	, BLACK	SBN,	$ 15.00	(Banner)		
WMFR,	1230,	1 KW	, NOSTALGIA	ABC-I,APR,	$ 20.00	(MMR)	Voyager	
WPET,	950,	500 W (DAYS)	, RELIGION	,	$ 12.00	(Republic)	Bahakel	
WSJS,	600,	5 KW (DA-2)	, MOR	MBS,NBC,	$ 63.00	(Mc-Guild)	Newmarket	
WTNC,	790,	1 KW (DAYS)	, GOSPEL	,	$ 6.00	(---)		(THOMASVILLE)
WGLD,	1320,	5 KW (DA-2)	, OLDIES	,	$ NA	(Christal)	Mann	
WBIG-F,	102.1,	61 KW @ 1160,	BLACK	,	$ 46.00	(HNWH)	Beasley	(REIDSVILLE)
WHPE-F,	95.5,	100 KW @ 440,	RELIGION	,	$ 14.00	(---)		
WKRR-F,	92.3,	100 KW @ 1276,	CLASSIC ROCK	,	$ 78.00	(MMR)	Dick	(ASHEBORO)
WKSI-F,	98.7,	100 KW @ 814,	CHR	,	$ 62.00	(Republic)	Bahakel	
WKZL-F,	107.5,	100 KW @ 500,	CHR	ABC-R,	$ 70.00	(Katz)	Nationwide	
WMAG-F,	99.5,	100 KW @ 1500,	AC	,	$ 76.00	(MMR)	Voyager	
WMQX-F,	93.1,	100 KW @ 1050,	OLDIES	,	$ 39.00	(Durpetti)		
WOJY-F,	100.3,	100 KW @ 1049,	SOFT AC	,	$ 61.00	(Mc-Guild)	Mann	
WQMG-F,	97.1,	100 KW @ 555,	BLACK	CBS-R,	$ 59.00	(Banner)		
WTQR-F,	104.1,	100 KW @ 1420,	COUNTRY	,	$130.00	(Mc-Guild)	Newmarket	
WWMY-F,	94.5,	27 KW @ ?? ,	BTFL	,	$ NA	(Katz)		(EDEN)

GREENVILLE-SPARTANBURG

Arbitron Rank/Pop (12+): 68/517,000

MSA Rank/Pop: 80/618,600
ADI #36 (w/ Asheville)
Average Person Ratings: 17.6
Market TSL: 23.25 hours

Stations: 25/19
Diaries: 913/566:1/52.1%
Sample Target: 880
% Below Line: 7.8
% Not Listed: 10.3

1988 Revenue: $19,200,000
HH Inc.: $27,214
Retail $: 4.1 Bil
Pop per Station: 27,210
#1 Biller: WFSC-AF $4,700,000

12+ METRO			1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1.	WESC-F	(C)	113/12.4	12.0	10.5	12.7	13.3	11.9	299/2682	1112/21.5	22.1	21.6	97	9.5	92	1026	WESC-F
2.	WANS-F	(CHR)	108/11.8	11.2	9.4	10.4	10.7	10.7	222/2192	1153/22.3	23.8	23.3	70	14.1	136	1402	WANS-F
3.	WFBC-F	(AC)	79/ 8.7	8.7	8.8	9.2	6.6	8.9	119/1772	1147/22.2	22.9	19.8	145	6.1	59	810	WFBC-F
4.	WMYI-F	(AC)	78/ 8.6	5.0	6.3	3.6	5.4	5.9	190/2130	980/19.0	15.1	14.8	140	5.3	51	728	WMYI-F
5.	WSPA-F	(EZ)	76/ 8.3	8.1	7.4	6.4	9.5	7.6	183/2023	769/14.9	14.7	16.2	88	6.1	59	648	WSPA-F
6.	WSSL-AF	(C)	74/ 8.1	10.6	7.8	12.2	8.2	9.7	185/2436	888/17.2	21.9	18.3	127	10.5	99	936	WSSL-AF
7.	WLWZ-F	(B)	49/ 5.4	5.3	6.7	8.0	9.1	6.3	54/636	558/10.8	11.1	12.3	106	7.2	70	590	WLWZ-F
8.	WCKN-F	(AOR)	47/ 5.2	4.5	6.2	5.0	5.0	5.2	90/1259	572/11.1	14.0	13.7	87	7.5	72	670	WCKN-F
9.	WCKZ-F	(B)	43/ 4.7	2.7	5.3	5.4	2.3	4.5	70/956	402/ 7.8	5.9	4.2	104	8.3	80	609	WCKZ-F
10.	WSPA	(MOR)	31/ 3.4	2.0	2.1	2.8	1.7	2.6	31/474	375/ 7.3	6.8	5.6	53	1.4	14	234	WSPA
11.	WHYZ	(B)	22/ 2.4	4.1	3.8	3.9	2.3	3.5	24/262	220/ 4.3	6.4	5.0	83	1.7	16	270	WHYZ
12.	WFBC	(N/T)	15/ 1.6	1.9	2.2	1.5	1.2	1.8	18/313	239/ 4.6	5.1	3.0	100	1.6	15	202	WFBC
13.	WESC	(C)	12/ 1.3	0.4	0.9	1.3	1.6	1.0	15/221	133/ 2.6	2.3	3.8	46	1.4	14	155	WESC
	WBBO-F	(J/NA)	12/ 1.3	1.6	1.4	1.1	0.8	1.4	21/544	204/ 3.9	3.2	2.6	154	1.6	15	205	WBBO-F
15.	WELP	(?)	11/ 1.2	0.0	0.0	0.6	0.8	0.5	11/83	66/ 1.3	0.0	1.7	0	0.5	5	48	WELP
16.	WMUU-F	(EZ)	10/ 1.1	2.1	1.7	1.1	1.7	1.5	22/413	224/ 4.3	4.8	3.4	91	1.4	14	198	WMUU-F
17.																	
18.																	
19.																	
20.																	

12+ FM SHARE (METRO): 87.53% (716 of 818) (WIN 88: 86.52%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WANS-F>>	1 WANS-F	1 WANS-F	1 WMYI-F<	1 WFBC-F	1 WESC-F	1 WESC-F	1 WESC-F	1 WANS-F	1 WANS-F>	1 WLWZ-F
2 WCKZ-F	2 WMYI-F<	2 WMYI-F	2 WFBC-F	2 WMYI-F	2 WSPA-F>	2 WANS-F	2 WFBC-F	2 WMYI-F	2 WLWZ-F<	WESC-F<
WLWZ-F>	3 WCKN-F	3 WFBC-F<	3 WESC-F	WESC-F	3 WFBC-F<	3 WFBC-F	3 WSPA-F<	WESC-F	3 WCKZ-F>	3 WFBC-F>
4	4 WFBC-F	4 WESC-F	4 WSSL-AF	4 WSSL-AF	4 WSSL-AF	4 WMYI-F	4 WMYI-F<	4 WFBC-F	4 WCKN-F	4 WMYI-F
5	5 WSSL-AF	5 WSSL-AF	5 WANS-F>	5 WANS-F	5 WMYI-F	5 WSPA-F	5 WSSL-AF<	5 WSPA-F<	5 WSPA-F	5 WSPA-F
6	WLWZ-F	6 WELP	6 WSPA-F	6 WSPA-F	6	6 WSSL-AF	6 WANS-F>>	6 WSSL-AF	6 WESC-F	6
7	7 WESC-F	WCKN-F	7	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WANS-F>	1 WFBC-F	1 WFBC-F	1 WFBC-F	1 WFBC-F	1 WANS-F>	1 WANS-F	1 WMYI-F	1 WANS-F	1 WESC-F
2 WLWZ-F	2 WANS-F	2 WMYI-F	2 WMYI-F	2 WMYI-F	2 WCKN-F>>	2 WCKN-F>	2 WESC-F	2 WESC-F<	2 WMYI-F<
3 WCKN-F	3 WSSL-AF	3 WSSL-AF	3 WANS-F	3 WESC-F	3 WMYI-F	3 WMYI-F	3 WCKN-F	3 WMYI-F	3 WSSL-AF
4 WSSL-AF	WMYI-F	4 WLWZ-F>	4 WSSL-AF	4 WSPA-F	4 WESC-F	4 WESC-F>	4 WSSL-AF	4 WCKN-F>	4 WANS-F<
WCKZ-F	WLWZ-F>	5 WESC-F	5 WESC-F	5 WSSL-AF	5 WCKZ-F	5 WSSL-AF	WFBC-F	5 WSSL-AF	5 WFBC-F
WFBC-F	6 WCKN-F	WANS-F	6	6 WLWZ-F	WLWZ-F>>	WLWZ-F	WANS-F	6 WFBC-F	6

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WASC	1530	Spartanburg	0.5/2.1
WBBO	780	Forest City	
WBBR	1580	Travelers Rst.	0.5/1.2
WBCY-F	107.9	Charlotte	1.0/4.9
WFGW	1010	Black Mountain	0.1/0.5
WMIT-F	106.9	Black Mountain	0.7/2.6
WROQ-F	95.1	Charlotte	0.8/2.2
WWMG-F	96.1	Shelby	0.5/2.2

RADIO STATIONS

WASC,	1530,	1 KW (DAYS)	, BLACK	NBC, ABC-C,	$ 15.00	(---)		
WFBC,	1330,	5 KW (DA-N)	, MOR/TALK	NBC,	$ 17.00	(Katz)	Multimedia	
WHYZ,	1070,	50 KW (DAYS, DA)	, BLACK	SBN, ABC-C,	$ 25.00	(HNWH)		
WORD,	910,	5 KW/1 KW (DA-2)	, AC	UPI,	$ 14.00	(Masla)		
WSPA,	950,	5 KW (DA-N)	, MOR	CBS,	$ 24.00	(Mc-Guild)		
WANS-F,	107.3,	100 KW @ 1008,	CHR	,	$ 44.00	(Christal)	Degree	(ANDERSON)
WCKN-F,	101.1,	100 KW @ 994,	CLASSIC ROCK	ABC-R,	$ 40.00	(Durpetti)		(ANDERSON)
WESC-F,	92.5,	100 KW @ 2000,	COUNTRY	ABC-E,	$ 76.00	(Banner)		
WFBC-F,	93.7,	100 KW @ 1840,	AC	,	$ 80.00	(Katz)	Multimedia	
WMUU-F,	94.5,	100 KW @ 1200,	BTFL/EZ	APR,	$ 16.00	(---)		
WMYI-F,	102.5,	35 KW @ 3117,	AC	,	$ 45.00	(Republic)	AmCom	
WSPA-F,	98.9,	100 KW @ 1910,	BTFL/EZ	,	$ 52.00	(Mc-Guild)		
WSSL-F,	100.5,	100 KW @ 1280,	COUNTRY	MBS,	$ 54.00	(Christal)	Sterling	(GRAY COURT)
WLWZ-F,	103.9,	3 KW @ 328,	BLACK	,	$ 33.00	(Eastman)	Voyager	(EASLEY)

HARRISBURG

Arbitron Rank/Pop (12+): 74/493,900

MSA Rank/Pop: 87/584,900
ADI #46 (W/York & Lancaster)
Average Person Ratings. 18.5
Market TSL: 24.25 hours

Stations: 27/17
Diaries: 911/542:1/60.2%
Sample Target: 880
% Below Line: 17.4
% Not Listed: 11.7

1988 Revenue: $12,900,000
HH Inc.: $33,463
Retail $: 4.8 Bil
Pop per Station: 29,052
#1 Biller: WYNK-F $4,800,000

12+ METRO		1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WNNK-F	(CHR)	182/19.9	20.8	17.3	21.7	19.5	19.9	195/2119	1769/35.8	40.9	36.8	103	31.2	191	1857	WNNK-F
2. WRKZ-F	(C)	98/10.7	7.7	7.8	8.0	8.1	8.6	211/2077	888/18.0	14.5	16.4	104	5.5	34	371	WRKZ-F
3. WHP	(MOR)	80/ 8.7	7.1	5.6	6.1	7.7	6.9	93/963	766/15.5	14.9	17.1	48	5.9	36	468	WHP
4. WTPA-F	(AOR)	53/ 5.8	6.0	6.0	6.7	5.4	6.1	61/868	644/13.0	12.1	9.4	116	9.1	56	609	WTPA-F
WIMX-F	(AC)	53/ 5.8	6.4	6.0	5.5	2.9	5.9	59/899	736/14.9	15.9	11.4	126	6.2	38	554	WIMX-F
6. WNCE-F	(EZ)	52/ 5.7	5.9	7.7	5.0	5.6	6.1	175/1857	635/12.9	12.7	11.6	81	3.4	21	194	WNCE-F
7. WHP -F	(AC)	45/ 4.9	4.6	5.8	5.1	7.1	5.1	54/883	653/13.2	15.1	14.8	124	3.4	21	538	WHP -F
8. WHKS-F	(AC)	28/ 3.1	1.0	1.1	1.0	0.9	1.5	42/446	295/ 6.0	4.9	3.0	148	1.8	11	157	WHKS-F
9. WHYL-AF	(C)	28/ 3.0	3.3	5.0	3.9	6.0	3.8	34/588	483/ 7.6	7.1	9.7	113	7.5	93	941	WHYL-AF
10. WQXA-F	(CHR)	21/ 2.3	4.2	4.7	3.1	3.5	3.6	86/1868	636/12.9	13.6	10.9	43	3.4	21	490	WQXA-F
WARM-F	(AC)	21/ 2.3	1.3	0.6	2.0	1.5	1.5	161/2013	348/ 7.0	3.9	5.7	96	1.1	7	150	WARM-F
WLBR	(MOR)	21/ 2.3	2.9	3.4	2.5	2.3	2.8	21/421	416/ 8.4	7.4	6.8	78	0.0	0	0	WLBR
13.																
14.																
15.																

12+ FM SHARE (METRO): 81.09% (656 of 809) (WIN 88: 79.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>	1 WHP	1 WNNK-F>	1 WNNK-F>	1 WNNK-F>>	1 WNNK-F>	1 WRKZ-F
2 WQXA-F>	2 WTPA-F>	2 WRKZ-F	2 WRKZ-F	2 WRKZ-F>	2 WRKZ-F<	2 WHP	2 WRKZ-F>	2 WRKZ-F>	2 WRKZ-F>	WNNK-F>
3 WYCR-F	3 WRKZ-F	3 WTPA-F	3 WIMX-F	3 WIMX-F	3 WNNK-F>	3 WRKZ-F>	3 WHP	3 WHP <	3 WHP <	3 WHP >
4	4 WIMX-F>	4 WIMX-F>	4 WTPA-F	4 WTPA-F	4 WNCE-F>	4 WTPA-F	4 WHP -F	4 WTPA-F	4 WAHT	4 WLBR <
5	5 WHKS-F	5 WHP -F	5 WHP -F	5 WHP -F	5 WHP -F	5 WHP -F<	5 WIMX-F<	WIMX-F	5 WTPA-F	5 WIMX-F
6	6 WHP -F	6	6	6	6 WIMX-F	6 WIMX-F	6 WNCE-F	6 WNCE-F	6 WQXA-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>	1 WNNK-F	1 WNNK-F>	1 WNNK-F
2 WIMX-F	2 WIMX-F	2 WHP -F	2 WIMX-F	2 WRKZ-F	2 WTPA-F	2 WTPA-F>	2 WTPA-F>	2 WRKZ-F	2 WRKZ-F>
3 WTPA-F	3 WTPA-F	3 WTPA-Z	3 WRKZ-F	3 WIMX-F	3 WRKZ-F>	3 WRKZ-F>	3 WRKZ-F>	3 WTPA-F>	3 WTPA-F>
4 WYCR-F	4 WHP -F	WIMX-F>	4 WHP -F	WHP -F>	4 WGRX-F>	4 WIMX-F>	4 WIMX-F	4 WIMX-F>	4 WIMX-F
WQXA-F	5 WHKS-F	5 WRKZ-F	5 WTPA-F	5 WHP	5 WIMX-F<	5 WHKS-F	5 WHKS-F>	5 WNCE-F	5 WNCE-F
WHKS-F>>	6 WRKZ-F	6 WHKS-F	6	WHKS-F	6 WYCR-F	6 WGRX-F	6 WHYL-AF	WHTF-F	6
							WHTF-F	WHP -F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAHT	1510	Anville-Cleona	1.3/2.3
WCMB	1460	Harrisburg	1.4/5.6
WCTX-F	92.1	Palmyra/Harsbrg	0.7/2.1
WHGB	1400	Harrisburg	1.2/3.5
WKBO	1230	Harrisburg	0.9/3.7
WQIN	1290	Lykens	0.3/1.1
WUFM-F	100.1	Lebanon	1.0/3.5
WDAC-F	94.5	Lan[illegible]er	1.2/5.7
WGCB-F	96.1	Re[illegible]on	0.3/1.4
WGRX-F	107.5	Boyertown	1.2/4.4
WHTF-F	92.7	Starview	1.6/6.4
WLAN-F	96.9	Lancaster	0.3/3.9
WQKX-F	94.1	Sunbury	0.7/1.2
WYCR-F	98.5	York/Hanover	1.7/5.5

RADIO STATIONS

WCMB,	1460,	5 KW (DA-N)	, OLDIES	NBC,	$ 23.00 (Eastman)	McKenna	
WHGB,	1400,	1 KW	, NOSTALGIA	SMN,	$ 18.00 (Mc-Guild)	Scott	
WHP ,	580,	5 KW (DA-N)	, MOR	CBS,	$ 40.00 (Katz)	Commonwealth	
WKBO,	1230,	1 KW	, OLDIES	SMN,	$ 21.00 (Banner)		
WLBR,	1270,	5 KW/1 KW (DA-2)	, MOR	ABC-I,	$ 19.00 (K & P)		(LEBANON)
WHP-F,	97.3,	14 KW @ 840,	SOFT AC	ABC-D,	$ 55.00 (Katz)	Commonwealth	
WHYL-F	102.3,	3 KW @ 328,	COUNTRY	APR,	$ 34.00 (---)		
WIMX-F,	99.3,	3 KW @ 328,	AC	,	$ 42.00 (Eastman)		
WHKS-F,	94.9,	50 KW @ 700,	AC	,	$ NA (Banner)	Barnstable	
WNNK-F,	104.1,	22 KW @ 726,	CHR	APR,	$ 80.00 (Christal)	Keymarket	
WRKZ-F,	106.7,	50 KW @ 500,	COUNTRY	ABC-E,	$ 62.00 (Torbet)	Eastern	
WTPA-F,	93.5,	3 KW @ 300,	AOR	ABC-R,	$ 31.00 (Republic)		

Other ranked stations - See York or Lancaster

HARTFORD

Arbitron Rank/Pop (12+): 40/969,100

MSA Rank/Pop: 43/1,096,200
ADI #23 (w/ New Haven)
Average Person Ratings: 18.4
Market TSL: 24.25 hours

Stations: 22/14
Diaries: 1248/777:1/55.7%
Sample Target: 1220
% Below Line: 12.0
% Not Listed: 13.1

1988 Revenue: $35,200,000
HH Inc.: $41,923
Retail $: 9.4 Bil
Pop per Station: 69,221
#1 Biller: WTIC $10,000,000

12+ METRO		1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WTIC	(MOR)	294/16.5	15.8	18.6	19.1	18.8	17.5	370/4458	3178/32.8	33.4	36.5	64	11.5	176	2451	WTIC
2. WTIC-F	(CHR)	183/10.3	12.2	13.8	13.9	14.6	12.6	291/4627	2679/27.6	34.7	35.4	96	15.5	238	3206	WTIC-F
3. WRCH-F	(EZ)	168/ 9.4	9.7	10.0	11.8	9.9	10.2	322/3334	1720/17.7	20.5	18.8	56	10.7	164	1178	WRCH-F
4. WDRC-F	(O)	126/ 7.1	7.8	6.0	6.9	7.9	6.9	216/3644	1647/17.0	16.6	16.8	165	7.5	115	1460	WDRC-F
5. WCCC-AF	(AOR)	115/ 6.5	4.4	3.9	3.7	5.4	4.6	167/2639	1609/16.6	13.1	13.5	88	7.6	116	1737	WCCC-AF
6. WHCN-F	(AOR)	114/ 6.4	5.3	6.8	7.0	6.2	6.4	181/3016	1744/18.0	16.0	16.4	100	6.8	104	1488	WHCN-F
7. WWYZ-F	(C)	102/ 5.7	5.6	1.2	2.0	1.6	3.6	188/2302	1229/12.7	11.3	6.8	146	4.8	74	857	WWYZ-F
8. WKSS-F	(CHR)	86/ 4.8	4.9	5.7	5.6	4.6	5.3	153/3047	1684/17.4	16.2	15.4	90	4.8	73	1502	WKSS-F
9. WIOF-F	(AC)	84/ 4.7	5.9	3.6	5.8	4.6	5.0	129/2391	1398/14.4	17.2	13.2	145	5.2	79	840	WIOF-F
10. WRCQ	(BB)	74/ 4.1	3.0	3.8	2.5	3.8	3.3	80/786	680/ 7.0	6.2	7.7	27	1.8	27	478	WRCQ
11. WPOP	(N/T)	42/ 2.4	2.7	3.0	2.0	2.8	2.5	48/1157	966/10.0	10.5	10.1	100	2.9	44	736	WPOP
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 69.35% (1075 of 1550) (WIN 88: 66.96%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTIC-F>>	1 WCCC-AF<	1 WTIC-F	1 WDRC-F	1 WDRC-F	1 WTIC >>	1 WTIC >>	1 WTIC	1 WTIC <	1 WTIC >	1 WTIC >>
2 WKSS-F	2 WTIC-F	2 WDRC-F	2 WTIC-F>	2 WTIC	2 WRCH-F>>	2 WTIC-F>	2 WRCH-F<	2 WTIC-F<	2 WTIC-F	2 WRCH-F<
3 WKCI-F	3 WHCN-F>	3 WHCN-F<	3 WTIC	3 WTIC-F	3 WRCQ <	3 WCCC-AF	3 WTIC-F	3 WRCH-F	3 WRCH-F	3 WIOF-F<
4	4 WDRC-F	4 WCCC-AF>	4 WWYZ-F	4 WWYZ-F	4 WWYZ-F	4 WRCH-F	4 WDRC-F	4 WHCN-F	4 WKSS-F	4 WTIC-F
5	5 WKSS-F	5 WTIC <	WIOF-F	5 WIOF-F	5 WDRC-F	5 WDRC-F	5 WHCN-F	5 WDRC-F	5 WCCC-AF	WHCN-F
6	6 WIOF-F	6 WKSS-F	WHCN-F	6 WHCN-F	6 WTIC-F	6	6 WCCC-AF	6	6 WDRC-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WTIC-F>>	1 WTIC-F>>	1 WDRC-F	1 WTIC-F>	1 WDRC-F	1 WCCC-AF	1 WCCC-AF<	1 WHCN-F	1 WHCN-F	1 WDRC-F
2 WCCC-AF	2 WDRC-F	2 WTIC-F>	2 WDRC-F>	2 WTIC	2 WHCN-F>>	2 WHCN-F>>	2 WCCC-AF	2 WCCC-AF>	2 WTIC <
3 WKSS-F	3 WCCC-AF<	3 WIOF-F	3 WIOF-F	3 WTIC-F	3 WKSS-F>	3 WTIC-F	3 WDRC-F	3 WTIC-F	3 WTIC-F
4 WHCN-F>	4 WKSS-F	4 WCCC-AF	4 WKSS-F	4 WIOF-F	4 WTIC-F	4 WKSS-F	4 WTIC-F	WDRC-F	4 WWYZ-F
5 WIOF-F	5 WIOF-F	WKSS-F	5 WTIC <	5 WWYZ-F	5 WWYZ-F	WDRC-F	5 WIOF-F	5 WWYZ-F<	WHCN-F
6 WDRC-F	6 WHCN-F>>	6 WHCN-F	6 WCCC-AF	6 WRCH-F	6 WTIC >>	6	6	6 WTIC	6

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDRC	1360	Hartford	1.2/5.9
WKND	1480	Windsor	1.0/1.8
WRYM	840	New Britain	0.6/0.9
WAQY-F	102.1	Springfield	1.2/5.8
WEZN-F	99.9	Bridgeport	0.4/1.1
WFAN	660	New York	0.4/2.0
WHYN-F	93.1	Springfield	0.8/2.6
WKCI-F	101.3	Hamden	1.8/7.5
WMAS-F	94.7	Springfield	0.4/2.3
WPLR-F	99.1	New Haven	1.2/6.9

RADIO STATIONS

WDRC,	1360,	5 KW (DA-N)	, OLDIES	,	$ 36.00 (Mc-Guild)	Buckley	
WFNS,	1230,	1 KW	, BUSINESS TALK	MBS,	$ 21.00 (P/W)	Sage	
WKND,	1480,	500 W (DAYS,DA)	, BLACK	NBN,	$ 20.00 (Bryon McClanahan)		
WPOP,	1410,	5 KW (DA-2)	, NEWS/TALK	CBS,	$ 50.00 (Eastman)	Merv Griffin	
WRCQ,	910,	5 KW (DA-2)	, NOSTALGIA	ABC-T,ABC-E,	$ 41.00 (Banner)		
WRYM,	840,	1 KW (DAYS)	, HISPANIC	,	$ 22.00 (Caballero)		
WTIC,	1080,	50 KW (DA-N)	, $ MOR	NBC,	$192.00 (Katz)	Chase	
WCCC-F,	106.9,	23 KW @ 720,	AOR	Source, ABC-C,	$ 51.00 (Durpetti)		
WDRC-F,	102.9,	20 KW @ 810,	OLDIES	,	$ 70.00 (Mc-Guild)	Buckley	
WHCN-F,	105.9,	16 KW @ 870,	AOR	ABC-R,	$ 61.00 (Christal)	Beck-Ross	
WIOF-F,	104.1,	18 KW @ 835,	AC	CBS-R,	$ 67.00 (Eastman)	Merv Griffin	(WATERBURY)
WKSS-F,	95.7,	17 KW @ 880,	CHR	APR,	$ 59.00 (MMR)	Precision	
WLVH-F,	93.7,	21 KW @ 780,	HISPANIC	APR,	$ 30.00 (---)	Sage	
WRCH-F,	100.5,	8 KW @ 1250,	BTLF/EZ	ABC-D,	$ 80.00 (Banner)		
WTIC-F,	96.5,	20 KW @ 810,	CHR	,	$145.00 (Katz)	Chase	
WWYZ-F,	92.5,	18 KW @ 860,	COUNTRY	US 2,	$ 46.00 (Banner)		(WATERBURY)

HONOLULU

Arbitron Rank/Pop (12+): 56/690,700	Stations: 25/25	1988 Revenue: $18,700,000
	Diaries: 980/705:1/54.7%	HH Inc.: $41,840
MSA Rank/Pop: 61/836,400	Sample Target: 1010	Retail $: 6.1 Bil
No ADI	% Below Line: 0.0	Pop per Station: 27,628
Average Person Ratings: 17.4	% Not Listed: 4.3	#1 Biller: KSSK $4,100,000
Market TSL: 23.0 hours		

12+ METRO		1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KQMQ-AF	(CHR)	175/14.6	15.9	16.3	14.2	14.2	15.3		2486/36.0	34.8	33.3	103	0.0	0	0	KQMQ-AF
2. KUMU-AF	(EZ)	153/12.8	11.2	11.6	9.8	10.0	11.3		1528/22.1	22.3	18.8	91	0.0	0	0	KUMU-AF
3. KIKI-F	(CHR)	110/ 9.2	9.7	10.3	8.3	9.0	9.4		1554/22.5	21.1	21.7	52	0.0	0	0	KIKI-F
4. KSSK	(MOR)	106/ 8.8	10.6	11.5	12.5	11.2	10.9		1517/22.0	23.3	21.7	122	0.0	0	0	KSSK
5. KXPW-F	(AC)	78/ 6.5	7.0	5.0	5.0	6.3	5.9		1440/20.8	20.1	19.2	85	0.0	0	0	KXPW-F
6. KPOI-F	(AOR)	76/ 6.3	6.7	7.1	6.4	6.3	6.6		1120/16.2	16.2	15.2	111	0.0	0	0	KPOI-F
7. KCCN	(E)	75/ 6.3	3.5	3.9	3.9	5.5	4.4		922/13.3	10.7	10.4	76	0.0	0	0	KCCN
8. KRTR-F	(AC)	70/ 5.8	6.1	5.9	8.4	7.3	6.6		980/14.2	15.7	16.3	145	0.0	0	0	KRTR-F
9. KIKI	(O)	61/ 5.1	5.9	4.4	6.2	5.8	5.4		870/12.6	13.4	13.0	143	0.0	0	0	KIKI
10. KHVH	(N/T)	46/ 3.8	4.1	3.8	4.1	4.0	3.9		912/13.2	13.9	10.7	66	0.0	0	0	KHVH
11. KHHH-F	(J/NA)	39/ 3.3	2.5	2.8	0.0	0.0	2.2		554/ 8.0	7.8	0.0	139	0.0	0	0	KHHH-F
12. KGU	(T)	33/ 2.8	3.5	2.7	3.6	3.7	3.2		559/ 8.1	12.1	7.6	100	0.0	0	0	KGU
13. KIOV-F	(?)	32/ 2.7	0.3	0.0	0.0	0.0	0.8		430/ 6.2	1.4	0.0	119	0.0	0	0	KIOV-F
14.																
15.																

NOTE: Honolulu's Metro and TSA are the same.

12+ FM SHARE (METRO): 61.01% (701 of 1149) (WIN 88: 50.51%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KIKI-F>>	1 KQMQ-AF>	1 KQMQ-AF>	1 KQMQ-AF>	1 KQMQ-AF	1 KUMU-AF>	1 KQMQ-AF	1 KQMQ-AF<	1 KQMQ-AF	1 KIKI-F>	1 KSSK
2 KQMQ-AF	2 KPOI-F	2 KUMU-AF	2 KUMU-AF	2 KUMU-AF	2 KSSK	2 KSSK >	2 KUMU-AF>	2 KUMU-AF	2 KQMQ-AF	2 KQMQ-F>
3 KXPW-F	KIKI-F	3 KSSK <	3 KSSK	3 KSSK	3 KCCN	3 KUMU-AF>	3 KSSK	3 KIKI-F	3 KUMU-AF	3 KGU
4	4 KXPW-F<	4 KPOI-F	4 KRTR-F	4 KRTR-F	4 KQMQ-AF	4 KIKI-F	4 KPOI-F<	4 KSSK	4 KHVH	4 KHVH <
5	5 KRTR-F	5 KIKI-F	5 KPOI-F	5 KIKI	5 KHVH	5 KXPW-F	5 KRTR-F	5 KXPW-F	5 KXPW-F	5 KIKI
6	6	6	KIKI	6	6	6	6	KCCN	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQMQ-AF	1 KQMQ-AF>>	1 KQMQ-AF	1 KQMQ-AF>	1 KQMQ-AF	1 KQMQ-AF>	1 KQMQ-AF	1 KQMQ-AF<	1 KQMQ-AF>	1 KQMQ-AF>
2 KIKI-F>>	2 KRTR-F	2 KRTR-F>	2 KUMU-AF	2 KUMU-AF	2 KIKI-F	2 KPOI-F	2 KPOI-F>	2 KPOI-F	2 KUMU-AF
3 KXPW-F	3 KIKI-F	3 KSSK >	3 KSSK	3 KSSK >	3 KPOI-F	3 KIKI-F	3 KXPW-F	3 KXPW-F	3 KSSK
4 KPOI-F	4 KSSK	4 KIKI	4 KIKI-F	4 KRTR-F>	4 KXPW-F>	4 KXPW-F>	4 KIKI-F	4 KIKI-F<	4 KPOI-F<
5 KSSK	5 KPOI-F	5 KUMU-AF	5 KRTR-F	5 KIKI	5 KUMU-AF	5 KRTR-F	5 KRTR-F	5 KUMU-AF	5 KRTR-F
6	6 KXPW-F	KPOI-F	6	6	6 KIOV-F	6	6	6 KSSK	6 KIKI
									KRTR-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAIM	870	Honolulu	0.3/1.5
KAIM-F	95.5	Honolulu	0.8/2.5
KISA	1540	Honolulu	0.3/1.2
KLHT	1040	Honolulu	0.6/1.8
KNDI	1270	Honolulu	0.7/2.3
KOHO	1170	Honolulu	1.0/2.0
KWAI	1080	Honolulu	1.1/3.1
KZOO	1210	Honolulu	0.6/2.2

RADIO STATIONS

KCCN,	1420,	5 KW	, ETHNIC		, $ 25.00	(Roslin)	
KDEO,	940,	10 KW	, COUNTRY	MBS,	$ 23.00	(K & P)	
KGU ,	760,	10 KW	, TALK	CBS,ABC-T,	$ 28.00	(Banner)	
KHVH,	990,	10 KW	, NEWS/TALK	NBC,ABC-I,	$ 40.00	(HNWH)	
KIKI,	830,	5 KW	, OLDIES		, $ 30.00	(Christal)	Henry
KSSK,	590,	5 KW	, MOR		, $ 95.00	(Eastman)	Heftel
KAIM-F,	95.5,	100 KW @ 421,	RELIGION		, $ 10.00	(---)	
KMAI-F,	93.9,	100 KW @ 421,	CHR		, $ 52.00	(Katz)	Henry
KPOI-F,	97.5,	83 KW @ 46,	AOR		, $ 45.00	(Republic)	
KQMQ-F,	93.1,	54 KW @ -119,	CHR		, $ 66.00	(Christal)	
KRTR-F,	96.3,	75 KW @ 2120,	AC		, $ 40.00	(Torbet)	
KUMU-F,	94.7,	100 KW @ 500,	BTFL/EZ		, $ 46.00	(Torbet)	
KXPW-F,	92.3,	100 KW @ 1685,	AC/CONTEMP		, $ 56.00	(Eastman)	Heftel
KHHH-F,	98.5,	100 KW @ 280,	JAZZ/NEW AGE		, $ NA	(HNWH)	

HOUSTON

Arbitron Rank/Pop (12+): 10/2,958,400

MSA Rank/Pop: 8/3,277,100
ADI # 10
Average Person Ratings: 18.1
Market TSL: 23.75 hours

Stations: 34/33
Diaries: 2156/1372:1/49.2%
Sample Target: _2030
% Below Line: 1.2
% Not Listed: 9.6

1988 Revenue: $107,000,000
HH Inc.: $36,984
Retail $: 29.4 Bil
Pop per Station: 89,648
#1 Biller: KIKK-AF $12,000,000

12+ METRO		1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KMJQ-F	(B)	472/ 8.8	9.8	9.3	8.8	8.5	9.2	490/4704	4412/14.9	14.7	13.7	82	10.6	581	5288	KMJQ-F
2. KIKK-F	(C)	470/ 8.8	6.8	7.0	8.1	6.9	7.7	519/6450	5519/18.7	16.4	15.4	105	9.1	499	5512	KIKK-F
3. KKBQ-AF	(CHR)	346/ 6.5	7.5	6.9	6.7	7.6	6.9	372/6876	6244/21.1	21.8	21.0	78	10.3	563	6756	KKBQ-AF
4. KILT-F	(C)	345/ 6.4	4.6	6.2	6.7	6.0	6.0	417/5752	4805/16.2	13.2	15.3	122	6.9	378	3640	KILT-F
5. KTRH	(N/T)	321/ 6.0	5.7	6.5	6.2	5.4	6.1	391/6026	5041/17.0	17.9	16.2	72	2.9	159	2542	KTRH
6. KRBE-F	(CHR)	310/ 5.8	6.0	6.0	8.4	7.9	6.6	341/6264	5543/18.7	19.6	22.7	59	7.6	414	6703	KRBE-F
7. KODA-F	(EZ)	285/ 5.3	6.1	4.9	5.2	5.2	5.4	310/4354	3949/13.3	15.2	12.9	102	3.8	206	2460	KODA-F
8. KQUE-F	(BB)	258/ 4.8	3.4	3.8	3.4	3.2	3.9	271/2566	2421/ 8.2	7.7	6.5	65	2.3	123	1789	KQUE-F
9. KZFX-F	(AOR)	231/ 4.3	3.7	3.8	3.7	3.7	3.9	236/3477	3384/11.4	10.4	11.1	135	3.5	189	2569	KZFX-F
KLOL-F	(AOR)	231/ 4.3	5.2	5.8	5.9	5.6	5.3	263/4391	3833/13.0	13.2	13.5	109	7.2	395	4683	KLOL-F
11. KLTR-F	(AC)	197/ 3.7	3.8	3.8	3.3	4.5	3.7	200/3616	3474/11.7	12.0	12.6	149	2.5	138	2027	KLTR-F
12. KLDE-F	(O)	155/ 2.9	2.5	3.2	3.4	2.2	3.0	169/3058	2792/ 9.4	8.7	5.6	155	2.7	149	1800	KLDE-F
13. KFMK-F	(AC)	150/ 2.8	4.3	4.4	3.8	4.2	3.8	167/2705	2354/ 8.0	9.5	9.7	139	3.5	189	2285	KFMK-F
14. KPRC	(N/T)	148/ 2.8	4.0	3.3	2.4	3.1	3.1	155/2963	2774/ 9.4	10.5	9.1	89	3.1	170	1736	KPRC
15. KKHT-F	(AC)	136/ 2.5	3.8	2.8	2.8	3.2	3.0	146/2997	2888/ 9.8	10.4	8.4	100	3.2	173	1937	KKHT-F
16. KLAT	(SP)	94/ 1.8	1.3	2.6	2.1	1.9	1.9	94/923	923/ 3.1	2.6	3.6	111	1.0	55	1054	KLAT
17. KCOH	(B)	79/ 1.5	0.8	0.8	1.0	1.1	1.0	79/968	968/ 3.3	2.1	2.8	93	0.8	45	446	KCOH
18. KYOK	(B)	74/ 1.4	1.1	1.5	0.9	1.7	1.2	74/1057	1047/ 3.5	3.4	4.1	86	1.2	63	537	KYOK
19. KHYS-F	(B)	67/ 1.2	1.0	0.0	0.0	0.0	0.6	139/1838	1480/ 5.0	2.5	0.0	67	0.0	0	0	KHYS-F
20. KXYZ	(SP)	55/ 1.0	1.3	1.5	1.1	1.7	1.2	55/629	611/ 2.1	2.6	2.8	130	0.8	44	718	KXYZ

12+ FM SHARE (METRO): 77.68% (3765 of 4847) (WIN 88: 77.62%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKBQ-AF	1 KMJQ-F>	1 KMJQ-F	1 KIKK-F	1 KIKK-F	1 KTRH	1 KIKK-F	1 KILT-F	1 KMJQ-F<	1 KMJQ-F>	1 KTRH >
2 KRBE-F	2 KIKK-F	2 KIKK-F	2 KMJQ-F	2 KILT-F	2 KQUE-F	2 KTRH	KIKK-F	2 KIKK-F	2 KKBQ-AF	2 KMJQ-F>
3 KMJQ-F>>	3 KZFX-F	3 KILT-F	KILT-F	3 KMJQ-F	KIKK-F	3 KKBQ-AF<	3 KODA-F<	3 KRBE-F	3 KRBE-F	3 KIKK-F>
4	KLOL-F	4 KZFX-F<	4 KZFX-F	4 KZFX-F	4 KODA-F	4 KMJQ-F<	4 KMJQ-F<	4 KILT-F<	4 KIKK-F>	4 KPRC >
5	5 KRBE-F	5 KKBQ-AF<	5 KLTR-F	5 KLTR-F<	5 KILT-F>	5 KILT-F>	5 KQUE-F	5 KKBQ-AF	5 KTRH	5 KILT-F>
6	6 KKBQ-AF	6 KLOL-F	6 KKBQ-AF<	6 KODA-F	6 KPRC	6 KLOL-F	6 KTRH	6 KODA-F	6 KLOL-F	6 KZFX-F
7	7 KILT-F	7 KRBE-F	7 KLOL-F	7 KKBQ-AF	7	7 KODA-F	7 KLTR-F	7 KTRH <	7 KZFX-F	KFMK-F
8	8 KLTR-F	8 KLTR-F	8	8	8	8 KQUE-F	8	8 KLOL-F<	KKHT-F	8
9	9	9	9	9	9	9	9	9 KQUE-F	9 KLTR-F	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KMJQ-F>	1 KMJQ-F>	1 KMJQ-F	1 KMJQ-F	1 KIKK-F
2 KRBE-F<	2 KIKK-F	2 KLTR-F	2 KIKK-F>	2 KMJQ-F
3 KIKK-F	3 KRBE-F<	3 KIKK-F	3 KILT-F	3 KILT-F
4 KKBQ-AF>	4 KKBQ-AF	4 KKBQ-AF	4 KLTR-F	4 KLTR-F
5 KKHT-F	5 KLTR-F>	5 KRBE-F	5 KKBQ-AF	5 KODA-F<
6 KILT-F	6 KILT-F	6 KILT-F	6 KRBE-F>	6 KKBQ-AF
7 KZFX-F	7 KZFX-F	7 KZFX-F	7 KODA-F<	7 KLDE-F
KLOL-F	KLOL-F	KLOL-F	8 KLDE-F	8 KRBE-F
9	KKHT-F	KLDE-F	9 KZFX-F	9
10	10	10	KLOL-F	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMJQ-F>	1 KMJQ-F	1 KZFX-F	1 KZFX-F<	1 KIKK-F
2 KRBE-F	2 KZFX-F<	2 KLOL-F	2 KMJQ-F<	2 KZFX-F
3 KLOL-F	3 KLOL-F>	3 KMJQ-F	3 KIKK-F	3 KILT-F
4 KKBQ-AF	4 KIKK-F	4 KIKK-F	4 KLOL-F	4 KLOL-F
KIKK-F	5 KILT-F<	5 KILT-F>	5 KILT-F	5 KMJQ-F
6 KZFX-F	6 KRBE-F	6 KLTR-F	6 KKBQ-AF	6 KTRH <
7 KYOK <	7 KKBQ-AF	7 KKBQ-AF	7 KRBE-F	7 KODA-F
8 KILT-F	8	8 KTRH <	8	8 KKBQ-AF<
9	9	9 KKHT-F<	9	9 KLDE-F
10	10	10 KLDE-F	10	10

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

KEYH	850	Houston	0.7/1.2
KHCB-F	105.7	Houston	0.8/3.3
KIKK	650	Pasadena	0.6/1.1
KILT	610	Houston	0.8/3.4
KJOJ-F	106.9	Conroe	0.7/1.8
KKZR	1070	Houston	0.8/1.5
KLVL	1480	Pasadena	0.6/1.1
KNUZ	1230	Houston	0.5/1.4
KQQK-F	106.5	Galveston/Hstn	0.5/1.4
KRTS-F	92.1	Seabrook/Hstn	0.4/1.8
KTEK	1110	Alvin/Houston	0.3/0.9
KWWJ	1360	Baytown	0.5/0.9
KYST	920	Texas City/Hstn	0.7/1.8
KHYS-F	98.5	Port Arthur	1.2/5.0

RADIO STATIONS

AM STATIONS

KCOH,	1430,	1 KW (DAYS)	, BLACK	SBN, NBN,	$ 57.00 (Roslin)	
KEYH,	850,	10 KW (DAYS, DA)	, HISPANIC	,	$ 47.00 (Caballero)	
KIKK,	650,	250 W (DAYS)	, COUNTRY	,	$ 43.00 (Torbet)	Viacom
KILT,	610,	5 KW (DA-2)	, COUNTRY	,	$ 40.00 (Banner)	Legacy
KKBQ,	790,	5 KW (DA-2)	, CHR	ABC-F,	$ NA (Mc-Guild)	Gannett
KKZR,	1070,	10 KW/5 KW (DA-2)	, AOR	SMN,	$ 35.00 (Durpetti)	Susquehanna
KLAT,	1010,	5 KW (DA-2)	, HISPANIC	,	$ 80.00 (Katz)	Tichenor
KLVL,	1480,	1 KW/500W (DA-N)	, HISPANIC	,	$ 30.00 (---)	
KNUZ,	1230,	1 KW	, OLDIES	ABC-D,	$ 39.00 (Eastman)	
KPPC,	950,	5 KW (DA-N)	, NEWS/TALK	CBS,	$110.00 (Eastman)	
KTRH,	740,	50 KW (DA-1)	, NEWS	MBS, ABC-I,	$164.00 (CBS)	Rusk
KXYZ,	1320,	5 KW (DA-N)	, HISPANIC	,	$ 70.00 (Caballero)	Infinity
KYOK,	1590,	5 KW (DA-N)	, BLACK	SMN, ABC-C,	$ 57.00 (K & P)	Noble

FM STATIONS

KFMK,	97.9,	100 KW @ 2010,	AC	,	$190.00 (Katz)	Cook Inlet	
KIKK,	95.7,	100 KW @ 1920,	COUNTRY	,	$210.00 (Torbet)	Viacom	
KILT,	100.3,	100 KW @ 1920,	COUNTRY	,	$175.00 (Banner)	Legacy	
KKBQ,	92.9,	100 KW @ 1920,	CHR	ABC-F,	$195.00 (Mc-Guild)	Gannett	
KKHT,	96.5,	100 KW @ 2000,	CHR/DANCE	ABC-R,	$150.00 (HNWH)	Emmis	
KLDE,	94.5,	100 KW @ 1970,	OLDIES	Trans,	$100.00 (Durpetti)	Entercom	
KLOL,	101.1,	97 KW @ 1949,	AOR	Source,	$170.00 (CBS)	Rusk	
KLTR,	93.7,	100 KW @ 1779,	AC	CBS-R,	$190.00 (CBS)	Cook Inlet	
KMJQ,	102.1,	100 KW @ 1720,	URBAN/BLACK	,	$202.00 (Christal)	Noble	
KODA,	99.1,	100 KW @ 1920,	BTFL/EZ	,	$181.00 (Group W)	Westinghouse	
KQUE,	102.9,	100 KW @ 1049,	NOSTALGIA	ABC-E,	$120.00 (Eastman)		
KRBE,	104.1,	100 KW @ 1920,	CHR	,	$190.00 (Durpetti)	Susquehanna	
KRTS,	92.1,	3 KW @ 300,	CLASSICAL	,	$ 69.00 (CMBS)		(SEABROOK)
KZFX,	107.5,	100 KW @ 2000,	CLASSIC ROCK	,	$145.00 (Republic)	Shamrock	
KQQK,	106.5,	100 KW @ 750	HISPANIC	,	$ 60.00 (---)		(GALVESTON)

INDIANAPOLIS

Arbitron Rank/Pop (12+): 37/1009100
MSA Rank/Pop: 40/1232600
ADI # 25
Average Person Ratings: 17.1
Market TSL: 22.5 hours

Stations: 19/19
Diaries: 1610/627:1/57.6%
Sample Target: 1500
% Below Line: 0.0
% Not Listed: 7.3

1988 Revenue: $46,500,000
HH Inc.: $34,011
Retail $: 9.6 Bil
Pop per Station: 53,110
#1 Biller: WIBC $9,300,000

12+ METRO		1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WFBQ-F	(AOR)	257/14.9	14.5	13.8	14.9	12.8	14.5	426/5141	2944/29.2	26.4	25.4	113	20.5	390	3547	WFBQ-F
2. WFMS-F	(C)	212/12.3	9.0	11.4	10.3	11.3	10.8	286/3259	2092/20.7	18.7	19.5	116	11.4	216	2442	WFMS-F
3. WIBC	(MOR)	192/11.1	14.3	13.9	13.1	14.7	13.1	224/2708	2201/21.8	24.0	26.7	73	10.1	191	1593	WIBC
4. WZPL-F	(CHR)	152/ 8.8	9.2	10.2	12.2	9.5	10.1	235/3450	2216/22.0	23.4	22.6	55	11.9	226	2370	WZPL-F
5. WXTZ-F	(EZ)	148/ 8.6	9.1	7.6	8.6	7.0	8.5	179/2143	1561/15.5	17.0	15.6	69	6.0	114	1365	WXTZ-F
6. WKLR-F	(O)	138/ 8.0	6.9	6.6	4.3	5.0	6.4	208/3014	1903/18.9	17.0	12.9	159	6.2	118	1562	WKLR-F
7. WTLC-F	(B)	117/ 6.8	6.3	8.8	7.7	8.0	7.4	123/1436	1280/12.7	13.7	13.2	91	8.7	165	1860	WTLC-F
8. WENS-F	(AC)	114/ 6.6	7.1	6.7	8.4	8.6	7.2	143/2459	1832/18.2	19.6	21.2	130	5.0	95	1446	WENS-F
9. WTPI-F	(AC)	68/ 3.9	4.6	3.4	4.4	4.3	4.1	84/1320	929/ 9.2	11.2	10.0	141	2.5	47	762	WTPI-F
10. WTUX	(BB)	55/ 3.2	3.2	3.6	2.4	3.6	3.1	68/678	631/ 6.3	7.0	6.9	28	2.4	46	536	WTUX
11. WPZZ-F	(B)	33/ 1.9	2.2	1.4	0.4	0.8	1.5	34/536	487/ 4.8	5.7	1.6	63	2.4	46	994	WPZZ-F
12.																
13.																

12+ FM SHARE (METRO): 81.76% (1309 of 1601) (WIN 88: 74.67%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZPL-F>>	1 WFBQ-F>>	1 WFBQ-F>	1 WFBQ-F	1 WFBQ-F	1 WFBQ-F>>	1 WFBQ-F>	1 WFBQ-F	1 WFBQ-F	1 WZPL-F	1 WIBC >>
2 WTLC-F	2 WFMS-F<	2 WFMS-F	2 WFMS-F	2 WFMS-F	2 WFMS-F	2 WIBC >	2 WFMS-F	2 WFMS-F	2 WFMS-F	2 WFMS-F>>
WFBQ-F	3 WZPL-F<	3 WKLR-F	3 WKLR-F>	3 WKLR-F>	3 WTLC-F	3 WFMS-F>	3 WXTZ-F	3 WZPL-F	3 WFBQ-F	3 WTLC-F<
4 WENS-F	4 WENS-F	4 WENS-F	4 WENS-F	4 WENS-F	WKLR-F	4 WZPL-F	4 WIBC	4 WIBC	4 WTLC-F	4 WFBQ-F<
5	5 WKLR-F	5 WZPL-F	5 WIBC	5 WIBC	5 WZPL-F	5 WKLR-F<	5 WKLR-F	5 WXTZ-F<	5 WIBC	5 WENS-F
6	6 WTLC-F	6 WTLC-F	6 WTLC-F	6 WTLC-F<	6 WENS-F	6 WXTZ-F<	6 WENS-F	6 WKLR-F	6 WENS-F<	6
7	7	7	7 WTPI-F	7 WXTZ-F	7	7 WENS-F	7	7	7 WKLR-F	7
				8 WTPI-F		8 WTLC-F>				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFBQ-F	1 WFBQ-F>	1 WFBQ-F	1 WFBQ-F	1 WFMS-F	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>
2 WZPL-F	2 WENS-F<	WENS-F	2 WFMS-F<	2 WENS-F	2 WZPL-F	2 WFMS-F	2 WKLR-F	2 WFMS-F	2 WFMS-F
3 WFMS-F>	3 WZPL-F<	3 WKLR-F	3 WENS-F	3 WKLR-F<	3 WTLC-F>	3 WTLC-F	3 WFMS-F>	3 WKLR-F>	3 WKLR-F>
4 WENS-F>	4 WFMS-F>	4 WFMS-F	4 WKLR-F	4 WFBQ-F>	4 WFMS-F	WKLR-F	4 WTPI-F	4 WTLC-F	4 WIBC >
5 WTLC-F	5 WKLR-F	5 WZPL-F	5 WZPL-F	5 WIBC	5 WENS-F	5 WZPL-F	WTLC-F	5 WZPL-F	5 WTLC-F
6 WTPI-F	6 WTPI-F	6 WTPI-F	6 WTPI-F	6 WTPI-F	6	6 WENS-F	WENS-F	6 WIBC <	6 WXTZ-F
WPZZ-F	WTLC-F	7 WTLC-F	7	7 WXTZ-F	7	7	7 WIBC	7 WENS-F	7 WENS-F
8 WXTZ-F				WTLC-F					

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCBK-F	102.3	Martinsville	0.9/1.8
WGRT	810	Indianapolis	0.9/1.2
WIRE	1430	Indianapolis	1.0/5.6
WNDE	1260	Indianapolis	0.3/3.8
WSYW-F	107.1	Danville/Indy	1.0/3.0
WTTS-F	92.3	Bloomington	1.0/5.7
WXIR-F	98.3	Plainfield	1.0/3.4
WXLW	950	Indianapolis	0.3/1.7

RADIO STATIONS

AM STATIONS

WBRI,	1500,	5 KW (DAYS,DA)	, RELIGION		, $ 17.00	(---)	
WGRT,	810,	250 W (DAYS)	, GOSPEL	SBN,	$ 19.00	(---)	
WIBC,	1070,	50 KW/10 KW (DA-2),	MOR	NBC, NBC-T,	$140.00	(Durpetti)	Universal
WIRE,	1430,	5 KW (DA-N)	, COUNTRY	ABC-I,	$ 41.00	(Republic)	Sconnix
WNDE,	1260,	5 KW (DA-N)	, TALK	US 2,	$ 34.00	(Katz)	ML Partners
WNTS,	1590,	5 KW/500 W (DA-2),	RELIGION		, $ 20.00	(---)	Great American
WTUX,	1310,	5 KW/1 KW (DA-2),	NOSTALGIA	CBS,	$ 45.00	(MMR)	
WXLW,	950,	5 KW (DAYS,DA)	, RELIGION		, $ 13.00	(Savalli)	Panache

FM STATIONS

WENS-F,	97.1,	23 KW @ 739,	AC		, $107.00	(Christal)	Emmis	
WFBQ-F,	94.7,	52 KW @ 850,	AOR	Source,	$140.00	(Katz)	Great American	
WFMS-F,	95.5,	13 KW @ 1000,	COUNTRY		, $110.00	(Mc-Guild)	Susquehanna	
WKLR-F,	93.1,	13 KW @ 990,	OLDIES		, $ 60.00	(Durpetti)	Sconnix	
WTLC-F,	105.7,	50 KW @ 445,	BLACK		, $ 70.00	(MMR)	Panache	
WTPI-F,	107.9,	22 KW @ 885,	SOFT AC	APR,CBS-R,	$ 50.00	(Eastman)		
WXTZ-F,	103.3,	18 KW @ 860,	BTFL/EZ		, $ 75.00	(Republic)	ML Partners	
WZPL-F,	99.5,	10 KW @ 947,	CHR	APR,	$ 85.00	(HNWH)	Booth	
WXIR-F,	98.3,	3 KW @ 296,	RELIGION		, $ 15.00	(---)		(PLAINFIELD)
WATI-F,	107.1,	3 KW @ 300,	COUNTRY		, $ 25.00	(Regional)	Universal	(DANVILLE)
WTTS-F,	92.3,	37 KW @ 1090,	CONTEMP		, $ 30.00	(Republic)	Sarkes Tarzian	(BLOOMINGTON)

JACKSONVILLE

Arbitron Rank/Pop (12+): 52/759,500

MSA Rank/Pop: 59/894,200
ADI # 57

Average Person Ratings: 16 0
Market TSL: 21.25 hours

Stations: 25/23
Diaries: 1023/742:1/48.8%
Sample Target: 1000
% Below Line: 3.7
% Not Listed: 18.5

1988 Revenue: $22,500,000
HH Inc.: $30,862
Retail $: 5.9 Bil
Pop per Station: 33,021
#1 Biller: WAPE-AF $4,300,000

12+ METRO		1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WAPE-AF	(CHR)	192/15.9	15.4	17.2	18.7	16.1	16.8	230/2893	2395/31.2	31.0	31.6	63	17.2	223	2617	WAPE-AF
2. WQIK-F	(C)	131/10.8	9.7	10.5	10.9	8.5	10.5	187/2069	1415/18.6	19.6	16.7	5	11.2	145	1389	WQIK-F
3. WFYV-F	(AOR)	100/ 8.3	11.2	10.3	7.5	7.8	9.3	113/1387	1286/16.9	19.0	14.8	0	11.0	143	1479	WFYV-F
4. WEJZ-F	(AC)	77/ 6.4	3.7	4.1	3.4	6.4	4.4	82/1166	1004/13.2	8.7	11.5	106	3.5	46	701	WEJZ-F
5. WPDQ-F	(B)	68/ 5.6	6.7	7.4	5.8	3.9	6.4	68/740	740/ 9.7	11.1	7.2	50	7.4	96	1091	WPDQ-F
6. WAIV-F	(AC)	67/ 5.5	7.7	6.7	8.7	6.9	7.1	70/1244	1015/13.4	18.6	15.4	156	4.4	57	1080	WAIV-F
7. WIVY-F	(AC)	65/ 5.4	6.5	8.5	6.2	7.9	6.7	71/1497	1254/16.5	19.4	18.5	174	7.1	143	1479	WIVY-F
8. WCRJ-F	(C)	57/ 4.7	6.1	4.2	7.1	5.5	5.5	64/871	722/ 9.5	12.7	10.8	19	5.6	73	951	WCRJ-F
9. WZAZ	(B)	46/ 3.8	3.0	2.4	2.3	2.6	2.9	46/570	570/ 7.5	5.9	6.2	13	2.9	38	305	WZAZ
10. WOKV	(N/T)	36/ 3.0	2.3	4.0	3.0	3.6	3.1	37/564	508/ 6.7	7.0	9.4	20	2.9	38	663	WOKV
11. WIOI-F	(?)	28/ 2.3	0.0	0.0	0.0	0.0	0.6	28/346	318/ 4.2	-	-	183	-	-	-	WIOI-F
12.																
13																
14.																
15.																

12+ FM SHARE (METRO): 81.88% (809 of 988) (WIN 88: 78.89%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAPE-AF>>	1 WAPE-AF>	1 WAPE-AF>	1 WAPE-AF<	1 WROS	1 WQIK-F>	1 WAPE-AF	1 WAPE-AF	1 WAPE-AF>	1 WAPE-AF>	1 WQIK-F
2 WFYV-F	2 WFYV-F>	2 WFYV-F	2 WFYV-F	2 WAPE-AF	2 WEJZ-F	2 WQIK-F>	2 WQIK-F	2 WQIK-F>	2 WPDQ-F>	2 WPDQ-F
3 WPDQ-F	3 WPDQ-F	3 WQIK-F	3 WQIK-F	WAYR	3 WAPE-AF	3 WFYV-F	3 WFYV-F	3 WFYV-F>	3 WFYV-F	3 WAPE-F>
4	4 WQIK-F	4 WIVY-F<	4 WAIV-F	4 WIVY-F	4 WIVY-F	4 WIVY-F	4 WEJZ-F	4 WEJZ-F<	4 WQIK-F>	4 WZAZ
5	5 WAIV-F	5 WAIV-F	5 WIVY-F	5 WAIV-F	WAIV-F	5 WEJZ-F<	5 WAIV-F	5 WAIV-F<	5 WAIV-F	WIVY-F
6	6	6 WPDQ-F	6 WCRJ-F	6 WJAX	6	6 WCRJ-F<	6 WIVY-F	6 WIVY-F	6 WCRJ-F	WFYV-F
7	7	7	7	7	7	7 WAIV-F	7	7	7 WZAZ	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAPE-AF>>	1 WAPE-AF>>	1 WAPE-AF	1 WAPE-AF>>	1 WAPE-AF	1 WAPE-AF>	1 WFYV-F	1 WFYV-F>>	1 WFYV-F	1 WFYV-F
2 WPDQ-F>	2 WPDQ-F	2 WAIV-F	2 WAIV-F	2 WQIK-F	2 WFYV-F>>	2 WAPE-AF>>	2 WAPE-AF	2 WAPE-AF>	2 WQIK-F>
3 WEJZ-F>	3 WAIV-F	3 WQIK-F	3 WIVY-F<	3 WAIV-F	3 WPDQ-F>	3 WQIK-F	WQIK-F	3 WQIK-F>	3 WCRJ-F
4 WQIK-F	4 WEJZ-F	4 WPDQ-F	4 WPDQ-F<	4 WIVY-F	4 WQIK-F	4 WPDQ-F	4 WCRJ-F	4 WIVY-F<	4 WAPE-AF
5 WFYV-F	5 WQIK-F	WCRJ-F	5 WEJZ-F	5 WEJZ-F	5 WIVY-F	5 WIVY-F	5 WIOI-F	5 WCRJ-F	5 WAIV-F
WAIV-F	6 WCRJ-F	6 WIVY-F	6 WQIK-F	6	WEJZ-F	6 WIOI-F	WAIV-F	6 WPDQ-F	6 WIVY-F
7	7	WEJZ-F	7	7	7	7	7	WAIV-F	7

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAYR	550	Orange Park	1.2/1.2
WCGL	1360	Jacksonville	1.6/1.9
WFOY	1240	St Augustine	0.6/1.4
WJAX	1220	Jacksonville	0.8/1.7
WJGR	1530	Jacksonville	0.3/1.2
WQIK	1320	Jacksonville	0.6/2.3
WROS	1050	Jcksnvl/Daytona	0.5/1.4
WRXJ	930	Jacksonville	0.6/2.0
WSOS-F	105.5	St Augustine	0.7/1.9
WSVE	1280	Jacksonville	1.3/2.3
WVOJ	970	Jacksonville	0.4/1.4
WNFI-F	99.9	Palatka	1.0/5.7
WWLV-F	94.5	Daytona Bch/Orlando	0.4/1.0

RADIO STATIONS

WCCL, 1360, 5 KW (DAYS)	, GOSPEL	SBN,$ 20.00	(K & P)		
WFYV, 1460, 5 KW (DA-N)	, AOR	,$ 18.00	(Mc-Guild)	Metroplex	
WJAX, 1220, 1 KW/44 W	, NOSTALGIA	,$ 14.00	(---)	Jones College	
WOKV, 600, 5 KW (DA-N)	, NEWS/TALK	CBS,ABC-T,$ 33.00	(MMR)	EZ	
WZAZ, 1400, 1 KW	, BLACK	SBN,$ 25.00	(Roslin)		
WAIV-F, 96.9, 100 KW @ 935	, AC	,$ 85.00	(MMR)	EZ	
WAPE-F, 95.1, 100 KW @ 860	, CHR	,$100.00	(Christal)	Statewide	
WCRJ-F, 107.3, 100 KW @ 350	, COUNTRY	,$ 59.00	(Katz)	Hoker	
WEJZ-F, 96.1, 100 KW @ 830	, SOFT AC	,$ 53.00	(Christal)	ML Media	
WFYV-F, 104.5, 100 KW @ 700	, AOR	NBC,$ 80.00	(Mc-Guild)	Metroplex	
WIVY-F, 102.9, 100 KW @ 984	, AC	APR,$ 74.00	(Torbet)	Taylor	
WQIK-F, 99.1, 100 KW @ 1049	, COUNTRY	ABC-E,$ 82.00	(Eastman)	Jacor	
WPDQ-F, 92.7, 3 KW @ 300	, BLACK	NBN,SBN,$ 32.00	(Republic)	Willis	(GREEN COVE)

KANSAS CITY

Arbitron Rank/Pop (12+): 27/1,279,200

MSA Rank/Pop: 29/1,545,400
ADI # 29
Average Person Ratings: 17.6
Market TSL: 23.0 hours

Stations: 23/23
Diaries: 1451/882:1/58.7%
Sample Target: 1360
% Below Line: 0.0
% Not Listed: 5.2

1988 Revenue: $43,000,000
HH Inc.: $36,363
Retail $: 11.9 Bil
Pop per Station: 55,617
#1 Biller: WDAF $5,300,000

12+ METRO		1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WDAF	(C)	285/12.7	11.0	12.1	12.9	12.6	12.2	460/5156	2974/23.2	21.0	23.4	86	13.1	299	3099	WDAF
2. KFKF-AF	(C)	185/ 8.2	9.0	6.4	7.9	9.5	7.9	222/2835	2221/17.4	17.5	18.2	128	7.6	173	2128	KFKF-AF
3. KMBR-F	(EZ)	167/ 7.4	6.1	6.2	5.4	7.2	6.3	209/2326	1829/14.3	12.9	12.7	78	3.4	78	970	KMBR-F
4. KBEQ-F	(CHR)	159/ 7.1	6.2	7.5	7.9	9.5	7.2	238/3930	2805/21.9	19.5	21.9	79	8.3	191	3515	KBEQ-F
5. KXXR-F	(AOR)	157/ 7.0	6.0	2.8	1.1	0.6	4.2	198/2499	1965/15.4	14.0	3.2	76	8.7	200	2468	KXXR-F
6. KCMO	(N/T)	149/ 6.6	9.6	6.4	5.5	7.0	7.0	237/3313	2178/17.0	21.9	15.3	95	7.3	168	1892	KCMO
7. KUDL-F	(AC)	146/ 6.5	4.8	5.1	3.2	4.0	4.9	161/2419	2027/15.8	13.9	10.2	148	3.5	81	1082	KUDL-F
8. KYYS-F	(AOR)	144/ 6.4	7.0	8.5	9.1	9.4	7.8	181/2649	1932/15.1	16.1	18.6	120	8.9	203	2613	KYYS-F
9. KPRS-F	(B)	120/ 5.3	6.0	6.4	5.9	6.7	5.9	138/1405	1213/ 9.5	10.5	10.5	89	8.2	189	1587	KPRS-F
10. KCPW-F	(CHR)	106/ 4.7	4.2	4.9	5.7	5.1	4.9	118/2335	1981/15.5	13.8	14.4	104	3.6	82	1400	KCPW-F
11. KLSI-F	(AC)	91/ 4.1	4.3	4.8	4.6	4.2	4.4	108/1975	1598/12.5	10.5	11.3	134	3.5	80	1256	KLSI-F
12. KMBZ	(MOR)	85/ 3.8	4.0	6.6	6.7	3.3	5.3	91/1577	1418/11.1	11.9	10.1	63	2.4	56	709	KMBZ
13. KCFX-F	(AOR)	72/ 3.2	3.8	4.6	5.3	5.2	4.2	96/1886	1335/10.4	10.9	13.2	122	6.4	146	1675	KCFX-F
14. KJLA	(BB)	55/ 2.4	3.5	2.2	2.4	2.1	2.6	60/966	826/ 6.5	6.0	5.4	8	0.9	20	447	KJLA
15. WHB	(O)	49/ 2.2	3.0	3.7	2.7	2.4	2.9	75/1597	1014/ 7.9	9.3	7.5	159	1.9	43	1026	WHB
16. KXTR-F	(CL)	48/ 2.1	1.7	1.2	1.2	1.6	1.5	54/780	617/ 4.8	4.8	5.2	95	1.9	44	558	KXTR-F
17.																
18.																
19.																
20.																

12+ FM SHARE (METRO): 67.32% (1434 of 2130) (WIN 88: 68.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBEQ-F	1 KYYS-F	1 KYYS-F	1 KUDL-F	1 WDAF <	1 WDAF >	1 WDAF >	1 WDAF	1 WDAF >	1 KXXR-F	1 WDAF >>
2 KXXR-F>>	2 KXXR-F	KUDL-F<	2 WDAF	2 KFKF-AF	2 KMBR-F	2 KFKF-AF	2 KMBR-F	2 KFKF-AF<	2 KBEQ-F	2 KFKF-F
3 KPRS-F	3 KFKF-AF	3 KFKF-AF	3 KFKF-AF	3 KUDL-F	3 KCMO	3 KCMO	3 KUDL-F<	3 KXXR-F<	3 KPRS-F	3 KMBZ
4 KCPW-F	KBEQ-F	4 WDAF	4 KYYS-F>	4 KYYS-F	4 KFKF-AF	4 KMBR-F	4 KCMO	4 KMBR-F<	4 WDAF	KMBR-F>>
5 KYYS-F	5 KUDL-F	KXXR-F	5 KCMO <	5 KCMO	5 KMBZ	5 KUDL-F	5 KFKF-AF<	5 KBEQ-F	5 KFKF-AF	5 KPRS-F<
6	6 KCPW-F	6 KBEQ-F	6 KBEQ-F	6 KMBR-F<	6 KUDL-F	KBEQ-F	6 KYYS-F	6 KYYS-F	6 KYYS-F	6 KCMO
7	7 KPRS-F	7 KPRS-F<	7 KXXR-F<	7 KBEQ-F<	7 KJLA	7 KYYS-F	7	KUDL-F<	7 KMBZ	7 KUDL-F<
8	8	8 KCPW-F	8 KLSI-F	8 KLSI-F	8	8	8	8 KCMO	KCMO	8 KYYS-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KXXR-F	1 KCPW-F	1 KCPW-F	1 KUDL-F	1 KFKF-AF<
KCPW-F	2 KXXR-F	2 KUDL-F	KCPW-F	2 WDAF
3 KBEQ-F	3 KUDL-F<	3 KYYS-F	3 KFKF-AF	3 KUDL-F
4 KFKF-AF	4 KBEQ-F	4 KXXR-F	KBEQ-F	4 KLSI-F
5 KPRS-F	5 KFKF-AF	5 KBEQ-F	5 WDAF	5 KCPW-F
6 KUDL-F	6 KYYS-F	6 KFKF-AF	KXXR-F	KBEQ-F
7	7 KPRS-F	7	7 KLSI-F<	7 KMBR-F<
8	8	8	8 KYYS-F	8 KYYS-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KXXR-F<	1 KYYS-F	1 KYYS-F>	1 KYYS-F	1 WDAF
2 KYYS-F	2 KXXR-F>	2 KUDL-F	2 KUDL-F<	2 KFKF-AF<
3 KPRS-F	3 KFKF-AF	3 KXXR-F<	3 KFKF-AF	3 KUDL-F
4 KBEQ-F	4 KBEQ-F	4 KFKF-AF>	4 WDAF	4 KYYS-F
5 KFKF-AF	5 KUDL-F	5 KBEQ-F	KXXR-F	5 KCMO >
6 KCFX-F	6 KPRS-F	6 KCMO	6 KCMO <	6 KMBR-F<
7	7 KCFX-F	7	7 KPRS-F<	7 KXXR-F
8	8	8	8 KBEQ-F	8

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBEQ	1030	Blue Spring/KC	0.1/0.6
KCCV	1510	Independence	1.1/2.1
KCNW	1380	Fairway/KC	0.6/1.7
KCWV-F	98.9	Leavenworth/KC	1.8/4.7
KEXS	1090	Excelsr Spgs/KC	0.4/1.4
KPRT	1590	Kansas City	0.9/2.7

RADIO STATIONS

AM STATIONS

KCCV	1510	10 KW (DAYS)	RELIGION		$ 18.00	(---)	Bott	(INDEPENDENCE)
KCMO	810	50 KW/5 KW (DA-N)	TALK/NEWS	MBS,ABC-I	$ 80.00	(Mc-Guild)	Gannett	
KFKF	1340	1 KW	COUNTRY		$ NA	(HNWH)	Sconnix	
KJLA	1190	5 KW/250 W (DA-N)	NOSTALGIA	MBS	$ 35.00	(Roslin)		
KMBZ	980	5 KW (DA-2)	MOR/TALK	NBC	$ 70.00	(Durpetti)	Bonneville	
KPRT	1590	1 KW	GOSPEL	MBS	$ 22.00	(Republic)		
WDAF	610	5 KW	COUNTRY	ABC-E	$110.00	(Katz)	Great American	
WHB	710	10 KW/5 KW (DA-2)	OLDIES	APR	$ 53.00	(Christal)	Shamrock	
KCNW	1380	2.5 KW	RELIGION		$ 20.00	(---)	Universal	

FM STATIONS

KBEQ	104.3	100 KW @ 984	CHR	ABC-C	$ 86.00	(MMR)	Noble	
KCFX	100.7	100 KW @ 846	CLASSIC ROCK	US 1	$ 50.00	(MMR)	Hoker	
KCPW	94.9	100 KW @ 1057	CHR		$ 55.00	(Mc-Guild)	Gannett	
KFKF	94.1	100 KW @ 987	COUNTRY		$ 71.00	(HNWH)	Sconnix	
KLSI	93.3	100 KW @ 1056	AC	CNN	$ 62.00	(Banner)	Sandusky	
KMBR	99.7	100 KW @ 950	BTFL/EZ		$ 70.00	(Durpetti)	Bonneville	
KPRS	103.3	100 KW @ 450	BLACK	NBN	$ 52.00	(Republic)		
KUDL	98.1	100 KW @ 550	AC	APR	$ 67.00	(Christal)	Shamrock	
KXTR	96.5	100 KW @ 1100	CLASSICAL	US 2	$ 39.00	(CMBS)		
KXXR	106.5	100 KW @ 850	AOR		$ 35.00	(Republic)	Olympia	
KYYS	102.1	100 KW @ 1013	AOR	SOURCE	$ 85.00	(Katz)	Great American	
KCWV	98.9	100 KW @ 990	JAZZ/NEW AGE	SMN	$ 40.00	(CBS)	Ragan Henry	(LEAVENWORTH, KS)

FORMAT CODES

CHR - Contemporary Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to near 1988)
B - Black (audience predominantly Black - over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - EZ Listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country

T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band, Nostalgia
M - Middle of Road (MOR), Full Service, Variety
J/NA - Jazz and New Age
R - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
? - Others or Unknown

KNOXVILLE

Arbitron Rank/Pop (12+): 69/508,900

MSA Rank/Pop: 85/599,200
ADI # 61

Average Person Ratings: 17.3
Market TSL: 23.01 hours

Stations: 8/18
Diaries: 1021/498:1/55.5%
Sample Target: 890
% Below Line: 0.0
% Not Listed: 9.3

1988 Revenue: $13,700,000
HH Inc.: $27,698
Retail $: 5.0 Bil
Pop per Station: 28,272
#1 Biller: WIVK-AF $5,200,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WIVK-AF (C)	286/32.5	33.0	35.8	35.5	35.6	34.2	532/4678	2472/48.6	52.0	47.0	108	32.5	263	2369	WIVK-AF
2. WIMZ-AF (AOR)	132/15.0	14.0	15.3	16.4	10.9	15.2	252/2425	1291/25.4	26.0	24.4	108	18.4	160	1638	WIMZ-AF
3. WMYU-F (AC)	127/14.4	13.7	11.5	8.7	11.1	12.1	180/2074	1510/29.7	33.4	28.4	137	12.0	104	1662	WMYU-F
4. WOKI-F (CHR)	91/10.3	9.1	9.2	7.2	9.3	8.9	260/3228	1257/24.7	24.1	21.3	52	13.2	115	1212	WOKI-F
5. WEZK-F (EZ)	72/ 8.2	10.1	10.2	12.0	11.9	10.1	111/1383	837/16.4	19.0	19.4	66	8.3	72	857	WEZK-F
6. WGAP (C)	20/ 2.3	2.2	1.1	2.1	1.3	1.9	20/214	214/ 4.2	4.5	3.9	78	1.4	12	192	WGAP
7.															
8.															
9.															
10.															

12+ FM SHARE (METRO): 87.48% (699 of 799) (WIN 88: 84.58%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOKI-F>>	1 WIMZ-AF>	1 WIVK-AF>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIMZ-AF	1 WIVK-F>>
2 WIMZ-AF	2 WIVK-AF	2 WIMZ-AF<	2 WMYU-F	2 WMYU-F	2 WEZK-F	2 WMYU-F	2 WIMZ-AF	2 WIMZ-AF	2 WIVK-AF>	2 WGAP <
3 WIVK-AF	3 WMYU-F>	3 WMYU-F>>	3 WIMZ-AF>>	3 WIMZ-AF>>	3 WMYU-F>>	3 WIMZ-AF>	3 WMYU-F>	3 WMYU-F>	3 WOKI-F>	3 WOKI-F
4 WMYU-F	4 WOKI-F>>	4 WOKI-F>>	4 WOKI-F	4 WOKI-F	4 WIMZ-AF	4 WOKI-F	4 WEZK-F>	4 WOKI-F	4 WMYU-F>	4 WMYU-F
5	5 WEZK-F	5 WEZK-F>>	5 WEZK-F>>	WEZK-F>>	5 WGAP >	5 WEZK-F>>	5 WOKI-F>>	5 WEZK-F>>	5 WEZK-F>>	WIMZ-F
6	WCKS-F>>	6	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WIMZ-AF	1 WMYU-F	1 WMYU-F	1 WIVK-AF	1 WIVK-AF>>
WOKI-F	2 WIVK-AF	2 WIVK-AF>>	2 WMYU-F>>	2 WMYU-F>>
WMYU-F>	3 WIMZ-AF	3 WIMZ-AF>	3 WIMZ-AF	3 WEZK-F
4 WIVK-AF>>	4 WOKI-F>>	4 WOKI-F	4 WOKI-F>	4 WIMZ-AF
5	5 WEZK-F	5 WEZK-F>>	5 WEZK-F>>	5 WOKI-F>>

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIMZ-AF>>	1 WIMZ-AF>>	1 WIMZ-AF>>	1 WIVK-AF	1 WIVK-AF>>
2 WIVK-AF	2 WIVK-AF>	2 WIVK-AF>	2 WIMZ-AF>>	2 WIMZ-AF>
WOKI-F>>	3 WOKI-F	3 WMYU-F>	3 WMYU-F>	3 WMYU-F>>
4	4 WMYU-F>>	4 WOKI-F>>	4 WOKI-F>>	4 WOKI-F
5	5	5	5	5

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCKS-F	93.1	Karns	1.0/3.7
WKGN	1340	Knoxville	0.6/1.9
WKNF-F	94.3	Oak Ridge	0.7/3.4
WKXV	900	Knoxville	0.8/1.9
WNOX-F	99.3	Jeff Cty/Knxvle	0.3/1.9
WQBB	1040	Powell/Knoxvile	1.1/1.9
WRJZ	620	Knoxville	1.5/3.9
WSEV	930	Sevierville	0.6/1.7
WSEV-F	105.5	Gatlinburg	0.6/2.0
WYSH	1380	Clinton	0.9/1.4

RADIO STATIONS

WTNZ, 990, 10 KW (DA-2) , COUNTRY	, $ 17.00 (---)		
WRJZ, 620, 5 KW (DA-N) , RELIGION	ABC-D, $ 12.00 (---)		

WIVK (10 KW, 990) simulcasts with WIVK-F
WIMZ (1 KW, 1240) simulcasts with WIMZ-F

WEZK-F, 97.5, 100 KW @ 1250, BTFL/EZ	, $ 59.00 (Christal)	South Central	
WIMZ-F, 103.5, 100 KW @ 1723, AOR	Source, $ 70.00 (Christal)	Stoner	
WIVK-F, 107.7, 100 K2 @ 1970, COUNTRY	ABC-E, $100.00 (Katz)	Dick	
WMYU-F, 102.1, 100 KW @ 1000, AC	US 1, $ 65.00 (Eastman)	Jacor	(SEVIERVILLE)
WOKI-F, 100.3, 100 KW @ 2000, CHR	ABC-F, $ 44.00 (HNWH)		(OAK RIDGE)
WTNZ-F, 95.3, 3 KW @ 300, CHR	US 2, $ 16.00 (Eastman)		(CLINTON)

LANSING

Arbitron Rank/Pop (12+): 97/357,200
MSA Rank/Pop: 109/431,600
ADI # 101
Average Person Ratings: 18.0
Market TSL: 23.5 hours

Stations: 21/15
Diaries: 838/426:1/57.2%
Sample Target: 780
% Below Line: 8.1
% Not Listed: 17.1

1988 Revenue: $11,500,000
HH Inc.: $35,080
Retail $: 3.0 Bil
Pop per Station: 23,813
#1 Biller: WVIC-AF $3,000,000

12+ METRO		1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WVIC-F	(CHR)	106/16.5	19.2	21.5	21.6	19.3	19.7	161/2104	1378/38.6	39.3	41.8	87	22.0	1441	500	WVIC-F
2. WITL-F	(C)	101/15.7	11.6	15.8	15.5	15.2	14.6	157/1668	928/26.0	22.8	23.6	108	16.6	109	1016	WITL-F
3. WFMK-F	(AC)	56/ 8.7	7.3	7.5	5.9	8.3	7.3	69/989	757/21.2	18.7	19.6	134	6.6	43	638	WFMK-F
4. WJIM-F	(EZ)	43/ 6.7	9.1	5.6	6.4	8.5	6.9	45/538	477/13.4	18.7	15.5	94	5.2	34	392	WJIM-F
5. WLNZ-F	(CHR)	41/ 6.4	5.1	5.3	5.3	4.9	5.5	46/668	581/16.3	17.1	13.1	45	6.6	43	834	WLNZ-F
6. WIBM-F	(O)	36/ 5.6	6.8	4.7	5.2	4.1	5.6	61/1006	620/17.4	14.4	11.2	159	4.1	27	392	WIBM-F
7. WJR	(MOR)	32/ 5.0	4.5	5.6	4.5	4.1	4.9	104/1283	406/11.4	13.6	11.9	68	4.0	26	363	WJR
8. WMMQ-F	(AOR)	29/ 4.5	3.3	4.7	4.1	4.2	4.2	33/530	441/12.3	12.9	12.4	127	5.0	33	521	WMMQ-F
9. WJXQ-F	(AOR)	20/ 3.1	6.1	4.5	5.2	4.6	4.7	59/1000	373/10.4	14.2	13.8	84	5.6	37	370	WJXQ-F
10. WILS	(B)	13/ 2.0	1.3	2.0	2.1	2.5	1.8	13/214	214/ 6.0	7.0	5.2	100	3.2	21	222	WILS
11. WILS-F	(AC)	12/ 1.9	2.1	2.9	2.5	4.4	2.3	13/392	339/ 9.5	7.9	12.7	89	2.3	15	280	WILS-F
12.																
13.																
14.																

15. 12+ FM SHARE (METRO): 87.05% (464 of 533) (WIN 88: 86.12%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WVIC-F	1 WVIC-F>	1 WVIC-F>	1 WVIC-F	1 WITL-F	1 WITL-F>	1 WVIC-F	1 WITL-F	1 WVIC-F	1 WVIC-F>	1 WITL-F
2 WLNZ-F>>	2 WITL-F>	2 WITL-F	2 WITL-F	2 WVIC-F	2 WJIM-F	2 WITL-F>>	2 WVIC-F	2 WITL-F	2 WLNZ-F>	2 WJR <
3	3 WMMQ-F	3 WFMK-F>	3 WFMK-F	3 WFMK-F	3 WJR >	3 WFMK-F	3 WFMK-F>	3 WFMK-F>	3 WITL-F	3 WVIC-F
4	4 WLNZ-F	4 WIBM-F	4 WIBM-F>	4 WIBM-F>	4 WVIC-F	4 WJR <	4 WJIM-F	4 WJIM-F	4 WMMQ-F	4
5	5 WFMK-F	5 WMMQ-F	5 WMMQ-F	5 WJIM-F	5 WIBM-F	5 WJIM-F	WIBM-F	5 WIBM-F	5 WJXQ-F<	5
6	6	6 WLNZ-F	6	6 WMMQ-F	6 WFMK-F>>	6	6	6	6 WFMK-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WVIC-F>	1 WVIC-F	1 WFMK-F	1 WVIC-F	1 WITL-F	1 WVIC-F>>	1 WVIC-F>	1 WVIC-F	1 WVIC-F>	1 WITL-F
2 WFMK-F	2 WFMK-F>>	2 WVIC-F>	2 WFMK-F	2 WFMK-F	2 WITL-F>	2 WMMQ-F	2 WMMQ-F>>	2 WITL-F	2 WVIC-F>
3 WLNZ-F>>	3 WITL-F	3 WITL-F	3 WITL-F>	3 WVIC-F>	3 WLNZ-F	3 WITL-F>	3 WFMK-F	3 WMMQ-F>	3 WMMQ-F
4 WJXQ-F	4 WLNZ-F	4 WIBM-F>	4 WIBM-F	4 WIBM-F	4 WMMQ-F	4 WLNZ-F	4 WITL-F	4 WIBM-F	4 WIBM-F
WITL-F	5 WIBM-F	5 WXLA	5 WLNZ-F	5 WJIM-F	5 WJXQ-F	5 WFMK-F	WIBM-F	5 WFMK-F	5 WFMK-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAAP	730	East Lansing	0.0/1.4
WIBM	1450	Jackson	
WITL	1010	Lansing	1.1/4.0
WJIM	1240	Lansing	0.9/3.8
WXLA	1180	Dimondale/Lansing	1.7/2.9
WIOG-F	102.5	Bay City/Flint	0.8/3.8
WJFM-F	93.7	Grand Rapids	0.8/1.7
WKFR-F	103.3	Battle Creek	0.3/1.8
WLAV-F	96.9	Grand Rapids	0.5/2.2
WOOD-F	105.7	Grand Rapids	0.8/3.4

RADIO STATIONS

WILS,	1320,	5 KW/1 KW (DA-2)	, BLACK	CBS,	$ 14.00	(Banner)	MacDonald	
WJIM,	1240,	1 KW	, BTFL	NBC,	$ 13.00	(Torbet)	Leicinger	
WXLA,	1180,	1 KW (DAYS,DA)	, BLACK	,	$ 14.00	(Roslin)		
WFMK-F	99.1,	28 KW @ 600,	AC	,	$ 41.00	(Republic)	Liggett	
WIBM-F,	94.1,	50 KW @ 500,	OLDIES	US 2,	$ 30.00	(MMR)		(JACKSON)
WILS-F,	101.7,	3 KW @ 180,	AC	CBS,	$ 28.00	(Banner)	MacDonald	
WITL-F,	100.7,	27 KW @ 680,	COUNTRY	ABC-E,	$ 51.00	(Mc-Guild)		
WJIM-F,	97.5,	28 KW @ 440,	BTFL/EZ	NBC,	$ 30.00	(Torbet)	Leicinger	
WJXQ-F,	106.1,	50 KW @ 500,	AOR	ABC-C,	$ 26.00	(Christal)		(JACKSON)
WLNZ-F,	92.1,	3 KW @ 300,	CHR	,	$ 22.00	(MMR)		(ST. JOHNS)
WMMQ-F,	92.7,	1.5 KW @ 466,	CLASSIC AOR	Source,	$ 29.00	(HNWH)		(CHARLOTTE)
WVIC-F,	94.9,	49 KW @ 500,	CHR	,	$ 68.00	(Katz)	Goodrich	

WJR - See Detroit

LAS VEGAS

Arbitron Rank/Pop (12+): 67/520,700

MSA Rank/Pop: 83/609,700
ADI # 95
Average Person Ratings: 18.9
Market TSL: 25.25 hours

Stations: 22/22
Diaries: 786/662:1/47.9%
Sample Target: 820
% Below Line: 0.0
% Not Listed: 16.9

1988 Revenue: $19,200,000
HH Inc.: $30,679
Retail $: 5.1 Bil
Pop per Station: 23,668
#1 Biller: KFMS-AF $2,600,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KFMS-AF (C)	130/13.2	11.4	12.7	10.9	10.9	12.1	143/1296	1137/21.8	19.0	20.0	117	12.2	115	967	KFMS-A
2. KXTZ-F (EZ)	122/12.4	10.3	9.2	11.0	13.1	10.7	127/921	874/16.8	14.3	17.8	64	5.2	49	610	KXTZ-F
3. KLUC-F (CHR)	75/ 7.6	9.1	10.9	10.6	10.7	9.6	75/1169	1169/22.5	23.2	26.2	74	13.6	129	1348	KLUC-F
4. KOMP-F (AOR)	58/ 5.9	5.0	6.0	4.8	4.4	5.4	59/680	671/12.9	14.0	11.3	131	7.4	7[illegible]	936	KOMP-F
KKLZ-F (AOR)	58/ 5.9	8.0	9.3	7.1	8.6	7.6	60/800	775/14.9	14.7	15.4	117	6.6	[illegible]2	771	KKLZ-F
6. KYRK-F (CHR)	50/ 5.1	6.4	6.2	8.0	5.3	6.4	51/868	860/16.5	16.8	16.5	73	8.7	82	1241	KYRK-F
7. KMZQ-F (AC)	46/ 4.7	5.5	4.8	6.1	4.9	5.3	46/676	676/13.0	13.0	11.6	119	3.0	28	448	KMZQ-F
8. KUDA-F (?)	41/ 4.2	1.3	0.8	0.0	0.0	1.6	50/518	468/ 9.0	4.1	0.0	164	3.8	36	406	KUDA-F
KRLV-F (AC)	41/ 4.2	4.2	2.1	3.1	3.5	3.4	41/540	540/10.4	9.7	8.0	143	4.3	41	484	KRLV-F
10. KORK (BB)	37/ 3.8	4.3	4.4	5.2	2.7	4.4	37/338	338/ 6.5	8.5	8.4	50	1.8	17	323	KORK
11. KNUU (N/T)	30/ 3.1	2.3	2.1	2.0	3.0	2.4	30/417	417/ 8.0	6.2	7.8	45	1.4	13	282	KNUU
12. KWNR-F (AC)	25/ 2.5	2.3	3.1	3.3	3.4	2.8	25/435	435/ 8.4	10.1	9.9	104	2.2	21	391	KWNR-F
13. KMTW (B)	23/ 2.3	0.9	2.1	2.0	1.4	1.8	0/238	23823/ 4.6	2.7	4.2	91	0.8	8	201	KMTW
14. KEYV-F (J/NA)	20/ 2.0	2.3	1.9	1.8	3.9	2.0	20/430	421/ 8.1	5.7	5.7	130	1.5	14	262	KEYV-F
15. KDWN (T)	19/ 1.9	2.8	3.2	2.1	3.7	2.5	22/407	365/ 7.0	6.6	7.1	63	2.0	19	359	KDWN

12+ FM SHARE (METRO): 81.62% (666 of 816) (WIN 88: 81.38%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KLUC-F>>	1 KOMP-F<	1 KFMS-AF>	1 KFMS-AF>	1 KFMS-AF>	1 KFMS-AF<	1 KFMS-AF	1 KXTZ-F	1 KFMS-AF	1 KLUC-F	[illegible]MS-F<
2 KYRK-F>>	2 KKLZ-F<	2 KOMP-F	2 KOMP-F	2 KXTZ-F<	2 KXTZ-F>>	2 KXTZ-F>	2 KFMS-AF>>	2 KXTZ-F>	2 KFMS-AF	2 KDWN
3	3 KLUC-F	KLUC-F	3 KUDA-F<	3 KOMP-F	3 KORK	3 KLUC-F	3 KKLZ-F<	3 KLUC-F	3 KXTZ-F	3 KXTZ-F<
4	4 KYRK-F	KKLZ-F	4 KKLZ-F	4 KUDA-F	4 KUDA-F	4 KKLZ-F	4 KOMP-F<	4 KOMP-F	4 KKLZ-F	4 KOMP-F>
5	5 KMZQ-F	5 KMZQ-F<	5 KRLV-F	KKLZ-F	5 KNUU	5 KOMP-F<	5 KLUC-F	5 KKLZ-F	5 KYRK-F	5
6	6	6 KXTZ-F	6	6	6	6 KMZQ-F	6	6 KYRK-F	6	6
										KRLV-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KYRK-F	1 KYRK-F	1 KYRK-F	1 KFMS-AF>	1 KFMS-AF>	1 KKLZ-F>	1 KKLZ-F<	1 KOMP-F	1 KKLZ-F<	1 KFMS-AF
2 KLUC-F>>	2 KLUC-F	KRLV-F	2 KRLV-F	2 KXTZ-F	2 KLUC-F>	2 KOMP-F>	2 KKLZ-F>	2 KOMP-F	2 KOMP-F
3 KFMS-AF	3 KRLV-F	KMZQ-F>	3 KYRK-F	3 KRLV-F	3 KOMP-F	3 KLUC-F	3 KLUC-F	3 KFMS-AF	3 KKLZ-F>
KXTZ-F	4 KMZQ-F	4 KLUC-F	4 KLUC-F<	4 KMZQ-F	KMZQ-F>	4 KMZQ-F>	4 KMZQ-F	4 KLUC-F>	4 KUDA-F
5 KRLV-F	5 KFMS-AF	5 KFMS-AF	5 KMZQ-F	5 KUDA-F	5 KYRK-F	5 KYRK-F	5 KYRK-F	5 KUDA-F	5 KLUC-F
KOMP-F	6	KOMP-F	5 KXTZ-F	6	KWNR-F	6	6	6	6 KXTZ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KENO	1460	Las Vegas	0.7/3.7
KLAV	1230	Las Vegas	0.4/1.8
KREL	1280	Henderson/LosVg	0.9/2.1
KROL	870	Laughlin/E.LV	0.3/2.2
KRRI-F	105.5	Boulder Cty/LV	0.9/4.4
KRSR	1140	North Las Vegas	0.9/2.7

RADIO STATIONS

KDWN,	720,	50 KW (DA-N)	, TALK	,	$ 22.00 (Roslin)	
KENO,	1460,	5 KW/1 KW (DA-N)	, OLDIES	,	$ 17.00 (Christal)	Lotus
KRSR,	1140,	10 KW/2.5 KW (DA-N)	, CHR/AOR	,	$ 16.00 (Mc-Guild)	Nationwide
KNUU,	970,	5 KW/500 W (DA-2)	, TALK	CBS, MBS,	$ 15.00 (---)	
KORK,	920,	5 KW/500 W (DA-N)	, NOSTALGIA	ABC-I,	$ 25.00 (MMR)	Anchor
KMTW,	1340,	1 KW	, BLACK	SMN,	$ 16.00 (Banner)	Medina
KEYV-F,	93.1,	50 KW @ 103	, JAZZ/NEW AGE	,	$ 30.00 (HNWH)	
KFMS-F,	101.9,	100 KW @ 1110	, COUNTRY	,	$ 47.00 (Katz)	
KKLZ-F,	96.3,	100 KW @ 1170	, CLASSIC AOR	,	$ 34.00 (Banner)	Medina
KLSQ-F,	95.5,	100 KW @ 1120	, OLDIES	,	$ 27.00 (Torbet)	
KLUC-F,	98.5,	100 KW @ 1180	, CHR	ABC-C,	$ 61.00 (Mc-Guild)	Nationwide
KMZQ-F,	100.5,	98 KW @ 1180	, AC	,	$ 44.00 (Repubic)	
KOMP-F,	92.3,	100 KW @ 1520	, AOR	,	$ 40.00 (Christal)	Lotus
KRRI-F,	105.5,	120 KW @ 1477	, OLDIES	MBS,	$ 21.00 (Torbet)	
KXTZ-F,	94.1,	100 KW @ 1210	, BTFL/EZ	,	$ 45.00 (Durpetti)	Parker
KYRK-F,	97.1,	50 KW @ 1950	, CHR/URBAN	ABC-E,	$ 35.00 (MMR)	Anchor
KRLV-F,	106.3,	100 KW @ 1155	, SOFT AC	,	$ 26.00 (Eastman)	

LOS ANGELES

Arbitron Rank/Pop (12+): 2/9,086,100

MSA Rank/Pop: 2/11,700,000
ADI # 2
Average Person Ratings: 17.9
Market TSL: 23.5 hours

Stations: 44/44
Diaries: 3556/2555:1/45.63%
Sample Target: 3440
% Below Line: 0.0
% Not Listed: 4.9

1988 Revenue: $334,000,000
HH Inc.: $37,900
Retail $: 83.6 Bil
Pop per Station: 206,502
#1 Biller: KABC $33,000,000

12+ METRO		1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KPWR-F	(CHR/U)	1051/ 6.4	7.2	7.4	7.4	7.1	7.1	1140/17841	16188/17.8	18.8	16.9	70	9.1	1357	18938	KPWR-F
2. KIIS-F	(CHR)	1016/ 6.2	5.8	6.8	6.1	6.6	6.2	1240/21761	18041/19.9	18.9	19.6	95	7.9	1181	18620	KIIS-F
3. KOST-F	(AC)	912/ 5.6	5.4	5.0	4.6	5.3	5.2	1066/16459	13988/15.4	14.7	13.9	114	5.5	817	10169	KOST-F
4. KABC	(T)	804/ 4.9	5.3	5.7	6.2	5.8	5.5	862/11088	10287/11.3	12.5	11.6	61	5.0	744	7077	KABC
5. KLOS-F	(AOR)	757/ 4.6	3.6	4.3	4.3	3.6	4.2	975/13400	10329/11.4	10.0	10.4	120	6.0	900	9702	KLOS-F
6. KJOI-F	(EZ)	730/ 4.5	4.[illegible]	4.1	4.2	3.9	4.3	781/9393	8568/ 9.4	9.5	8.3	51	3.6	532	4966	KJOI-F
7. KBIG-F	(AC)	653/ 4.0	[illegible].3	4.2	3.4	3.3	3.7	754/11769	9735/10.7	9.6	9.5	123	37.8	0	4925	KBIG-F
8. KNX	(N)	590/ 3.6	3.5	3.1	2.9	3.0	3.3	726/14238	11574/12.7	13.5	11.7	86	2.5	372	7064	KNX
9. KTWV-F	(J/NA)	549/ 3.4	3.3	3.0	1.7	2.4	2.8	6099/474	8216/ 9.0	8.5	7.4	153	3.6	533	6562	KTWV-F
10. KRTH-F	(O)	544/ 3.3	3.2	3.1	3.7	3.3	3.3	712/14086	11184/12.3	12.2	11.2	145	2.5	377	6709	KRTH-F
11. KROQ-F	(AOR)	486/ 3.0	3.2	3.4	3.4	3.4	3.3	545/9173	8155/ 9.0	9.4	10.0	73	4.6	684	8578	KROQ-F
12. KFWB	(N)	471/ 2.9	3.1	3.3	2.7	3.3	3.0	506/13608	12495/13.8	12.9	13.6	72	2.3	350	7106	KFWB
13. KQLZ-F	(CHR)	443/ 2.7	2.8	2.6	2.4	2.5	2.6	509/8828	7506/ 8.3	8.5	8.1	130	0.0	0	0	KQLZ-F
14. KLSX-F	(AOR)	410/ 2.5	2.3	3.1	2.7	3.0	2.7	440/8392	7578/ 8.3	8.3	9.2	144	2.5	368	6137	KLSX-F
15. KLVE-F	(SP)	383/ 2.3	2.8	2.7	3.1	2.8	2.7	404/5444	5137/ 5.7	6.0	5.1	122	1.8	268	3555	KLVE-F
16. KZLA-F	(C)	379/ 2.3	2.6	2.1	2.1	2.4	2.3	404/6052	5301/ 5.8	5.9	5.4	109	2.2	336	3399	KZLA-F
KJLH-F	(B)	379/ 2.3	2.3	1.6	1.6	2.3	2.0	390/5135	4985/ 5.5	5.7	5.2	100	3.2	478	4393	KJLH-F
18. KWKW	(SP)	376/ 2.3	1.3	1.5	1.9	1.8	1.8	377/3392	3346/ 3.7	2.5	3.3	130	1.4	209	2689	KWKW
19. KMPC	(BB)	367/ 2.3	2.1	2.0	2.4	2.7	2.2	443/7052	5873/ 6.5	7.7	6.3	52	2.1	319	4165	KMPC
20. KTNQ	(SP)	265/ 1.6	2.8	2.7	4.2	3.0	2.8	293/4145	3873/ 4.3	5.2	5.0	138	2.1	317	3404	KTNQ
21. KFAC-F	(CL)	257/ 1.6	1.5	1.4	1.4	1.4	1.5	310/6153	5354/ 5.9	5.3	4.7	100	1.0	146	2853	KFAC-F
22. KNAC-F	(AOR)	223/ 1.4	1.6	1.0	1.1	1.1	1.3	35/3591	32092/ 3.5	3.5	2.9	64	1.8	268	3139	KNAC-F
23. KFI	(T)	208/ 1.3	1.3	1.4	1.4	1.2	1.3	333/7621	5319/ 5.9	4.8	5.0	108	2.2	322	4082	KFI
24. KLAC	(C)	192/ 1.2	1.0	1.0	1.6	1.2	1.2	220/4650	3932/ 4.3	3.5	4.3	83	1.4	206	2291	KLAC
25. KALI	(SP)	189/ 1.2	0.8	0.6	1.2	1.1	1.0	190/2208	2161/ 2.4	2.4	2.5	92	0.8	124	1471	KALI
26. KODJ-F	(O)	184/ 1.1	1.2	1.3	1.3	1.9	1.2	219/5556	4452/ 4.9	4.9	6.4	136	0.0	0	0	KODJ-F
27. KKGO-AF	(J)	179/ 1.1	1.0	1.5	1.0	1.2	1.1	221/4006	3464/ 3.9	3.5	4.0	136	0.9	142	2474	KKGO-AF
28. KSKQ	(SP)	178/ 1.1	1.2	1.6	1.4	0.9	1.3	178/1925	1917/ 2.1	2.4	2.2	91	0.5	74	1423	KSKQ
29.																
30.																

12+ FM SHARE (METRO): 65.80% (10204 of 15508) (WIN 88: 67.31%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPWR-F>	1 KLOS-F	1 KIIS-F<	1 KOST-F<	1 KOST-F	1 KABC	1 KIIS-F	1 KOST-F	1 KPWR-F<	1 KPWR-F	1 KABC >>
2 KIIS-F>	2 KPWR-F	2 KOST-F<	2 KIIS-F	2 KIIS-F	2 KJOI-F	2 KABC <	2 KBIG-F<	2 KIIS-F	2 KOST-F	2 KFWB >>
3 KROQ-F>	3 KIIS-F	3 KPWR-F<	3 KLOS-F	3 KLOS-F	3 KNX	3 KPWR-F<	3 KJOI-F	3 KOST-F	3 KIIS-F	3 KNX >>
4 KIIS	4 KOST-F>	4 KLOS-F>	4 KTWV-F	4 KTWV-F<	4 KFWB	4 KLOS-F	KIIS-F	4 KBIG-F<	4 KABC	4 KOST-F
5 KOST-F	5 KROQ-F	5 KBIG-F<	5 KRTH-F	5 KBIG-F<	5 KOST-F	5 KNX	5 KPWR-F	5 KLOS-F	5 KROQ-F	5 KTWV-F
6 KJLH-F	6 KLSX-F<	6 KTWV-F	KBIG-F<	6 KRTH-F	KBIG-F	6 KOST-F<	6 KLOS-F	6 KJOI-F	6 KNX	6 KJOI-F
7 KDAY	7 KBIG-F<	KRTH-F	7 KPWR-F	7 KPWR-F	7 KMPC	7 KFWB	KABC	7 KTWV-F	7 KJOI-F	7 KPWR-F
8 KNAC-F>	8 KTWV-F	8 KLSX-F	8 KLSX-F	8 KLSX-F<	8 KZLA-F	8 KJOI-F	8 KRTH-F	8 KROQ-F	8 KJLH-F<	8 KIIS-F>>
9 KLVE-F>	KRTH-F	9 KQLZ-F	9 KQLZ-F	9 KQLZ-F	9 KTWV-F<	9 KBIG-F	9 KTWV-F	9 KRTH-F<	9 KTWV-F	9 KMPC >>
10 KALI	10 KJLH-F	10 KROQ-F	10 KWKW	10 KNX	10 KRTH-F	10 KRTH-F	10 KQLZ-F	10 KNX	10 KLOS-F	10 KQLZ-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KPWR-F	1 KOST-F	1 KOST-F	1 KOST-F	1 KOST-F>	1 KLOS-F	1 KLOS-F>	1 KLOS-F>>	1 KLOS-F>	1 KLOS-F>
2 KOST-F	2 KIIS-F<	2 KIIS-F	2 KIIS-F	2 KIIS-F	2 KPWR-F	2 KPWR-F	2 KLSX-F	2 KPWR-F<	2 KRTH-F
3 KIIS-F>	3 KPWR-F>	3 KTWV-F	3 KPWR-F	3 KTWV-F<	3 KIIS-F>	3 KIIS-F	3 KPWR-F	3 KIIS-F	3 KLSX-F<
4 KJLH-F>	4 KBIG-F	4 KPWR-F<	4 KBIG-F	4 KBIG-F	4 KROQ-F>	4 KROQ-F<	4 KIIS-F<	4 KLSX-F<	4 KIIS-F
5 KBIG-F	5 KTWV-F	5 KBIG-F>	5 KTWV-F	5 KPWR-F	5 KOST-F	5 KLSX-F>	5 KROQ-F<	5 KRTH-F	5 KPWR-F<
6 KLOS-F<	6 KJLH-F	6 KQLZ-F	6 KRTH-F<	6 KRTH-F	6 KNAC-F	6 KRTH-F	6 KRTH-F	6 KROQ-F	6 KTWV-F
7 KROQ-F	7 KLOS-F<	7 KRTH-F	7 KJLH-F<	7 KQLZ-F	7 KLSX-F	7 KOST-F	7 KLVE-F	7 KOST-F	7 KBIG-F<
8 KLVE-F	8 KQLZ-F<	KJLH-F<	8 KQLZ-F	8 KLVE-F	8 KWKW >	8 KNAC-F	8 KTWV-F	8 KTWV-F	8 KNX
9 KRTH-F	9 KLVE-F	9 KLVE-F	9 KLVE-F	KJLH-F	9 KTNQ	9 KLVE-F<	9 KBIG-F<	9 KWKW	9 KABC
10 KQLZ-F	10 KRTH-F	10 KLOS-F	10 KLOS-F	10 KWKW	10 KJLH-F	10 KWKW	10 KEDG-F	KBIG-F	10 KOST-F

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

KACE-F	103.9	Inglewood	0.9/3.3
KDAY	1580	Santa Monica	0.6/2.3
KEDG-F	101.9	Glendale	0.9/3.5
KFSG-F	96.3	Los Angeles	0.5/2.0
KGFJ	1230	Los Angeles	0.6/1.7
KGRB	900	West Covina	0.5/0.9
KIEV	870	Glendale	0.3/1.8
KIIS	1150	Los Angeles	0.9/3.5
KKLA-F	99.5	Los Angeles	0.5/2.2
KMAX-F	107.1	Arcadia	0.3/1.0
KOCM-F	103.1	Newport Beach	0.3/0.9
KRLA	1110	Pasadena	0.8/3.5
KRTH	930	Los Angeles	0.6/2.9
KSKQ-F	97.9	Long Beach	0.4/1.5
KYMS-F	106.3	Santa Ana	0.3/0.7

RADIO STATIONS

AM STATIONS

KABC	790	5 KW (DA-N)	TALK	ABC-T, ABC-I	$400.00	(Katz)	Cap Cities/ABC	
KALI	1430	5 KW (DA-2)	HISPANIC		$ 78.00	(Katz)	United	(SAN GABRIEL)
KBRT	740	10 KW (DAYS-DA)	RELIGION		$ 50.00	(---)		(AVALON)
KDAY	1580	50 KW (DA-2)	BLACK	NBC	$100.00	(Roslin)	Heritage	(SANTA MONICA)
KFI	640	50 KW	TALK	MBS	$160.00	(Christal)	Cox	
KFWB	980	5 KW	NEWS	UPI,NBC	$300.00	(Group W)	Westinghouse	
KGFJ	1230	1 KW	BLACK OLDIES	SMN,SBN	$ 70.00	(Roslin)		
KLAC	570	5 KW (DA-N)	COUNTRY	ABC-D	$125.00	(Eastman)	Malrite	
KMPC	710	50 KW/10 KW(DA-N)	NOSTALGIA		$275.00	(Durpetti)	Golden West	
KNX	1070	50 KW	NEWS	CBS	$330.00	(CBS)	CBS	
KRLA	1110	50 KW/10 KW(DA-2)	OLDIES		$110.00	(MMR)	Greater Media	
KRTH	930	5 KW (DA-N)	OLDIES	US1	$ NA	(Republic)	RKO-To Beasley	
KSKQ	1540	50 KW/10 KW(DA-2)	HISPANIC		$ 90.00	(SBS)	Spanish Broadcasting	
KTNQ	1020	50 KW (DA-2)	HISPANIC		$160.00	(Caballero)	Heftel	
KWKW	1300	5 KW/1 KW(DA-2)	HISPANIC		$ 90.00	(Lotus)	Lotus	

FM STATIONS

KACE	103.9	1.6 KW @ 390	BLACK	APR	$ 70.00	(K & P)	All Pro	(INGLEWOOD)
KBIG	104.3	105 KW @ 2890	AC		$270.00	(CBS)	Bonneville	
KFAC	92.3	43 KW @ 2835	CLASSICAL		$200.00	(McGuild)		
KFSG	96.3	54 KW @ 480	RELIGION	APR	$ 40.00	(---)		
KIIS	102.7	8 KW @ 2790	CHR		$550.00	(McGuild)	Gannet	
KGIL	94.3	3 KW @ -180	AC		$ 45.00	(HNWH)	Buckley	(SAN FERNANDO)
KQLZ	100.3	5 KW @ 3060	CHR/AOR	Trans	$205.00	(HNWH)	Westwood One	
KJLH	102.3	3 KW @ 300	BLACK		$119.00	(Roslin)		(COMPTON)
KJOI	98.7	75 KW @ 1180	BTFL/EZ		$280.00	(Banner)	Legacy to Command	
KKGO	105.1	18 KW @ 2900	JAZZ	APR	$110.00	(CMBS)		
KLOS	95.5	63 KW @ 3129	AOR	ABC-R	$310.00	(Katz)	Cap Cities/ABC	
KLSX	97.1	55 KW @ 770	CLASSIC AOR		$300.00	(MMR)	Greater Media	
KLVE	107.5	30 KW @ 2800	HISPANIC		$160.00	(Caballero)	Heftel	
KMAX	107.1	3 KW @ ??	ETHNIC/RELIGION		$ 40.00	(---)		(ARCADIA)
KEDG	101.9	25 KW @ 2848	AOR		$100.00	(Durpetti)	Golden West	(GLENDALE)
KODJ	93.1	28 KW @ 3496	OLDIES	CBS-R	$145.00	(CBS)	CBS	
KNAC	105.5	2 KW @ 400	AOR	ABC-F	$110.00	(K & P)		(ARCARDIA)
KOST	103.5	13 KW @ 3100	AC		$390.00	(Christal)	Cox	
KPWR	105.9	72 KW @ 770	CHR/URBAN		$415.00	(HNWH)	Emmis	
KRTH	101.1	51 KW @ 3130	OLDIES	US2	$355.00	(Republic)	RKO to Beasley	
KROQ	106.7	6 KW @ 1388	AOR		$340.00	(Torbet)	Infinity	
KSKQ	97.6	79 KW @ 420	HISPANIC		$ 75.00	(SBS)	Spanish Broadcasting	
KTWV	94.7	58 KW @ 2952	JAZZ/NEW AGE	SMN, Source	$250.00	(Banner)	Legacy	
KZLA	93.9	49 KW @ 720	COUNTRY		$225.00	(Eastman)	Malrite	

LOUISVILLE

Arbitron Rank/Pop (12+): 49/791,500

MSA Rank/Pop: 51/960,300
ADI # 45
Average Person Ratings: 15.9
Market TSL: 24.25 hours

Stations: 18/18
Diaries: 1264/626:1/57.5%
Sample Target: 1200
% Below Line: 0.0
% Not Listed: 9.0

1988 Revenue: $23,100,000
HH Inc.: $30,919
Retail $: 7.0 Bil
Pop per Station: 43,972
#1 Biller: WHAS $6,000,000

12+ METRO			1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1.	WAMZ-F	(C)	216/17.1	17.2	17.8	16.1	16.7	17.0	315/3293	2206/27.9	28.5	26.4	116	14.7	197	1984	WAMZ-F
2.	WHAS	(MOR)	187/14.8	15.0	17.5	15.4	17.7	15.7	238/3618	2725/34.4	31.4	32.7	102	11.8	158	2508	WHAS
3.	WDJX-AF	(CHR)	154/12.2	9.6	10.7	12.6	10.6	11.3	217/3042	2082/26.3	23.1	24.0	70	12.5	162	1972	WDJX-AF
4.	WQMF-F	(AOR)	118/ 9.4	9.8	9.5	8.9	9.2	9.4	150/2036	1538/19.4	18.2	18.1	90	13.5	181	1779	WQMF-F
5.	WLOU	(B)	94/ 7.4	3.9	3.5	3.2	4.0	4.5	94/806	778/ 9.8	6.8	8.3	108	4.6	61	1053	WLOU
6.	WVEZ-F	(AC)	84/ 6.7	7.1	6.9	6.9	6.1	6.9	94/1411	1236/15.6	15.5	14.8	130	5.7	77	1235	WVEZ-F
7.	WRKA-F	(AC)	81/ 6.4	6.3	4.3	6.6	5.1	5.9	82/1217	1147/14.5	15.9	13.7	150	4.7	63	841	WRKA-F
8.	WAVG	(AC)	55/ 4.4	3.7	3.4	4.4	5.8	4.0	57/1054	960/12.1	11.9	14.7	82	4.1	55	813	WAVG
9.	WLRS-F	(CHR)	53/ 4.2	6.0	6.6	5.8	5.3	5.7	54/1507	1403/17.7	18.8	18.0	62	7.4	99	1490	WLRS-F
10.	WXVW	(BB)	24/ 1.9	2.3	3.0	2.5	2.4	2.4	26/453	421/ 5.3	4.2	5.2	37	2.2	30	216	WXVW
	WLSY-F	(B)	24/ 1.9	6.2	4.7	5.9	4.7	4.7	27/533	485/ 6.1	9.6	7.9	89	4.3	57	774	WLSY-F
12.	WTMT	(C)	21/ 1.7	1.0	1.2	0.9	1.5	1.2	25/323	245/ 3.1	3.4	4.7	112	1.6	21	248	WTMT
13.																	
14.																	
15.																	

12+ FM SHARE (METRO): 64.49% (741 of 1149) (WIN 88: 61.91%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDJX-AF>>	1 WQMF-F	1 WAMZ-F	1 WAMZ-F>	1 WAMZ-F	1 WAMZ-F	1 WHAS	1 WAMZ-F>	1 WAMZ-F	1 WDJX-AF>	1 WAMZ-F>>
2 WQMF-F	2 WDJX-AF>	2 WDJX-AF	2 WHAS >	2 WHAS >	2 WHAS >>	2 WAMZ-F>	2 WHAS	2 WHAS	2 WLOU	2 WHAS
3 WLRS-F>	3 WLOU	3 WHAS <	3 WRKA-F	3 WRKA-F	3 WVEZ-F	3 WDJX-AF	3 WDJX-AF	3 WDJX-AF>	3 WHAS <	3 WAVG
4 WLOU	WAMZ-F	4 WQMF-F	4 WDJX-AF	4 WVEZ-F<	4 WAVG >	4 WQMF-F>	4 WQMF-F<	4 WQMF-F	4 WQMF-F	4 WLOU
5	5 WRKA-F	5 WRKA-F	WQMF-F	5 WDJX-AF<	5 WDJX-AF<	5 WRKA-F<	5 WVEZ-F<	5 WLOU	5 WAMZ-F>	5 WRKA-F<
6	6 WHAS	6 WLOU	6 WLOU	6 WQMF-F	6 WRKA-F	6 WLOU	6 WRKA-F	6 WVEZ-F	6 WLRS-F<	6 WDJX-F
7	7	7	7 WVEZ-F>>	7 WLOU >>	WLOU	7 WVEZ-F	7	7	7 WVEZ-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDJX-AF>>	1 WDJX-AF	1 WRKA-F	1 WAMZ-F	1 WAMZ-F>	1 WQMF-F>	1 WQMF-F>>	1 WQMF-F>>	1 WQMF-F	1 WAMZ-F
2 WLRS-F	2 WLOU	2 WLOU	2 WDJX-AF	2 WHAS <	2 WDJX-AF>>	2 WDJX-AF	2 WHAS	2 WAMZ-F	2 WHAS
3 WLOU	3 WRKA-F	3 WAMZ-F	3 WRKA-F<	3 WVEZ-F	3 WLOU	3 WHAS <	3 WAMZ-F>	3 WHAS	3 WQMF-F>
4 WQMF-F>	4 WAMZ-F	4 WDJX-AF	4 WVEZ-F	4 WRKA-F	4 WLRS-F	4 WAMZ-F	4 WDJX-AF	4 WDJX-AF>	4 WRKA-F
5 WAMZ-F	5 WVEZ-F	5 WVEZ-F>	WLOU	5 WDJX-AF<	5 WRKA-F	5 WLOU	WRKA-F	5 WRKA-F	5 WDJX-AF
6 WVEZ-F	6 WLRS-F	6 WHAS	WHAS >>	6 WLOU >>	WAMZ-F	6 WRKA-F	WLOU	6 WLOU	6 WLOU
7	7 WQMF-F	7	7	7	7	7	7	7	7

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFIA	900	Louisville	0.6/2.0
WKXF-F	105.7	Eminence	0.3/1.3
WLLV	1240	Louisville	0.5/2.1
WVEZ	790	Louisville	0.8/2.5
WXLN-F	103.9	Louisville	0.8/3.2

RADIO STATIONS

WAVG, 970, 5 KW (DA-2) , OLDIES	NBC,US 2, $ 34.00 (Durpetti)	Radio One
WDJX, 1080, 10 KW/1 KW (DA-2) , CHR	SMN, $ 22.00 (Republic)	Stoner
WHAS, 840, 50 KW , MOR	ABC-I, $120.00 (Christal)	Clear Channel
WLOU, 1350, 5 KW/500 W (DA-N) , BLACK	SBN, $ 29.00 (MMR)	Johnson
WTMT, 620, 500 W (DA-2) , COUNTRY	, $ 13.00 (---)	
WXVW, 1450, 1 KW , NOSTALGIA	SMN, $ 26.00 (K & P)	
WAMZ-F, 97.5, 100 KW @ 505, COUNTRY	, $ 90.00 (Christal)	Clear Channel
WDJX-F, 99.7, 23 KW @ 720, CHR	ABC-F, $ 50.00 (Republic)	Stoner
WJYL-F, 101.7, 3 KW @ 300, SOFT AC	, $ 32.00 (Banner)	Media Capital
WLRS-F, 102.3, 3 KW @ 300, CHR	ABC-R, $ 44.00 (Durpetti)	Radio One
WQMF-F, 95.7, 34 KW @ 580, AOR	Source, $ 54.00 (Eastman)	
WRKA-F, 103.1, 3 KW @ 300, AC	, $ 51.00 (Banner)	Capitol-Johnson
WVEZ-F, 106.9, 24 KW @ 670, SOFT AC	, $ 47.00 (Katz)	Wilks-Schwartzu
WXLN-F, 103.9, 3 KW @ 300, RELIGION	ABC-C, $ 16.00 (---)	

MCALLEN-BROWNSVILLE

Arbitron Rank/Pop (12+): 76/473,000
MSA Rank/Pop. ADI# 112
McAllen: 124/377,400
Brownsville: 163/262,900
Average Person Ratings: 18.4
Market TSL: 24.0 hours

Stations: 20/19
Diaries: 936/505:1/58.4%
Sample Target: 810
% Below Line: 0.5
% Not Listed: 10.0

1988 Revenue: $11,200,000
HH Inc.: $23,900
Retail $: 3.4 Bil
Pop per Station: 24,894
#1 Biller: KGBT $1,900,000

12+ METRO		1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KBFM-F	(CHR)	163/18.7	18.6	17.0	15.0	11.2	17.3	171/1719	1627/34.4	35.8	30.0	59	22.8	193	1608	KBFM-F
2. KGBT	(SP)	145/16.6	17.7	18.3	20.6	19.4	18.3	154/1289	1211/25.6	25.5	30.4	87	9.6	81	1168	KGBT
3. KTXF-F	(C)	113/13.0	8.4	9.1	9.2	8.2	9.9	121/1243	1160/24.5	17.8	16.7	123	12.9	109	1033	KTXF-F
4. KIWW-F	(SP)	59/ 6.8	9.7	9.7	8.2	8.9	8.6	64/870	813/17.2	23.1	21.4	138	9.0	76	744	KIWW-F
5. KELT-F	(AC)	48/ 5.5	5.5	8.2	6.9	5.7	6.5	58/779	693/14.7	13.4	16.6	133	9.6	81	931	KELT-F
6. KVLY-F	(EZ)	47/ 5.4	6.0	4.9	4.2	4.8	5.1	47/514	506/10.7	11.0	8.6	93	3.7	31	287	KVLY-F
KQXX-F	(SP)	47/ 5.4	4.8	5.0	4.6	7.1	4.9	47/576	567/12.0	11.5	11.7	144	3.4	29	431	KQXX-F
8. KRIX-F	(AOR)	32/ 3.7	4.7	5.8	3.7	5.1	4.5	33/581	557/11.8	12.3	12.0	57	7.2	61	815	KRIX-F
9. KIRT	(SP)	23/ 2.6	2.2	3.6	3.7	5.2	3.0	23/366	346/ 7.3	6.4	11.5	123	1.1	9	282	KIRT
10. KJAV-F	(R/G)	20/ 2.3	2.2	1.7	1.8	2.3	2.0	20/203	192/ 4.1	3.2	3.5	117	0.0	0	0	KJAV-F
11. KBOR	(SP)	16/ 1.8	1.5	3.5	2.9	3.1	2.4	16/257	257/ 5.4	6.0	7.7	89	1.8	-15	240	KBOR
12. KRIO	(SP)	14/ 1.6	0.6	0.8	1.1	0.8	1.0	15/184	166/ 3.5	2.1	2.8	112	1.3	11	165	KRIO

12+ FM SHARE (METRO): 70.66% (554 of 784) (WIN 88: 60.21%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBFM-F>>	1 KBFM-F>	1 KBFM-F	1 KTXF-F	1 KTXF-F	1 KGBT >>	1 KGBT	1 KGBT	1 KBFM-F	1 KBFM-F>>	1 KGBT >>
2	2 KTXF-F>	2 KTXF-F>	2 KGBT	2 KGBT	2 KTXF-F>	2 KBFM-F	2 KTXF-F<	2 KGBT	2 KGBT	2 KTXF-F<
3	3 KQXX-F	3 KGBT >	3 KBFM-F	3 KBFM-F	3 KVLY-F>	3 KTXF-F>>	3 KBFM-F>	3 KTXF-F>>	3 KQXX-F	3 KBFM-F>>
4	KIWW-F	4 KIWW-F	4 KIWW-F	4 KIWW-F	4 KIWW-F	4 KELT-F	4 KVLY-F<	4 KIWW-F<	4 KTXF-F>	4
5	5 KGBT	5 KELT-F	5 KQXX-F	5 KQXX-F	5 KELT-F	5 KQXX-F<	5 KELT-F<	5 KELT-F	5 KRIX-F<	5
6	6 KELT-F	6	KELT-F	6 KELT-F	KBFM-F	6 KIWW-F	6 KIWW-F	6 KVLY-F	6 KIWW-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KBFM-F>>	1 KBFM-F>	1 KTXF-F	1 KBFM-F	1 KGBT
2 KTXF-F>	2 KTXF-F>	2 KQXX-F	2 KTXF-F	2 KTXF-F>
3 KRIX-F	3 KQXX-F	KGBT	3 KGBT >	3 KBFM-F
KELT-F>>	KGBT	4 KBFM-F>	4 KIWW-F	4 KIWW-F
5 KIWW-F	5 KIWW-F	5 KIWW-F>	5 KQXX-F	5 KQXX-F
6	KELT-F	6	6 KELT-F	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBFM-F>>	1 KBFM-F>	1 KBFM-F	1 KBFM-F	1 KTXF-F>
2 KTXF-F>	2 KTXF-F>	2 KTXF-F	2 KTXF-F>	2 KBFM-F>
3 KRIX-F>	3 KRIX-F	3 KIWW-F	3 KELT-F	3 KIWW-F
4 KELT-F	4 KIWW-F	4 KQXX-F>	4 KIWW-F	KGBT
5 KIWW-F	5 KELT-F	5 KRIX-F	5 KGBT	KELT-F
6	6	KGBT	6	6
		KELT-F>>		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KIKN	840	Pharr	1.0/1.6
KITM-F	105.5	Mission	1.4/2.9
KRGE	1290	Weslaco	0.6/5.2
KUBR	1210	San Juan	0.9/1.1
KURV	710	Edinburg	1.1/3.7
XEEW-F	97.7	Matamoros	0.5/1.1

RADIO STATIONS

KBOR,	1600,	1 KW (DA-1)	, HISPANIC		, $ 20.00 (Caballero)	
KGBT,	1530,	50 KW (DA-N)	, HISPANIC		, $ 70.00 (Katz)	Tichenor
KIRT,	1580,	1 KW/300 W	, HISPANIC		, $ 22.00 (Caballero)	Gomez
KRGE,	1290,	5 KW (DA-2)	, CHR	US 1	, $ 27.00 (Banner)	Daytona
KURV,	710,	1 KW (DA-1)	, TALK	NBC-T,ABC-T	, $ 14.00 (---)	
KBFM-F,	104.1,	100 KW @ 990,	CHR	ABC-F	, $ 43.00 (Republic)	Encore
KELT-F,	94.5,	100 KW @ 1154,	AC		, $ 40.00 (Katz)	
KIWW-F,	96.1,	100 KW @ 540,	HISPANIC		, $ 30.00 (Katz-Hisp.)	Tichenor
KQXX-F,	98.5,	100 KW @ ?? ,	HISPANIC		, $ 25.00 (Caballero)	Gomez
KRIX-F,	99.5,	100 KW @ 480,	AOR		, $ 24.00 (Banner)	Daytona
KTXF-F,	100.3,	100 KW @ 500,	COUNTRY	ABC-E	, $ 37.00 (Christal)	
KVLY-F,	107.9,	100 KW @ 490,	BTFL/EZ		, $ 25.00 (Torbet)	Tippie

MEMPHIS

Arbitron Rank/Pop (12+): 42/878,900
MSA Rank/Pop: 48/975,800
ADI # 40
Average Person Ratings: 17.1
Market TSL: 22.5 hours

Stations: 19/19
Diaries: 1226/717:1/49.5%
Sample Target: 1160
% Below Line: 0.0
% Not Listed: 6.5

1988 Revenue: $25,800,000
HH Inc.: $29,448
Retail $: 7.1 Bil
Pop per Station: 46,257
#1 Biller: WGKX-F $5,000,000

12+ METRO			1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1.	WHRK-F	(B)	226/15.0	17.0	13.9	11.8	12.2	14.4	270/2708	2123/24.2	25.8	25.5	72	22.3	312	2472	WHRK-F
2.	WGKX-F	(C)	152/10.1	9.4	9.1	9.9	9.3	9.6	209/2453	1727/19.6	20.4	18.5	132	9.1	128	1317	WGKX-F
3.	WEGR-F	(AOR)	132/ 8.8	6.3	8.1	4.9	5.2	7.0	169/1759	1214/13.8	13.5	13.4	110	10.6	149	1279	WEGR-F
4.	WRVR-F	(AC)	124/ 8.2	7.7	7.1	7.1	8.3	7.5	150/2050	1706/19.4	22.8	19.5	154	6.0	84	1280	WRVR-F
5.	WDIA	(B)	118/ 7.8	6.5	6.1	5.2	5.6	6.4	143/1919	1544/17.6	14.3	15.9	126	5.9	83	1116	WDIA
6.	WMC -F	(CHR)	114/ 7.6	9.6	9.2	12.8	10.5	9.8	155/2566	1851/21.1	23.8	25.6	120	8.7	122	1761	WMC -F
7.	KRNB-F	(B)	93/ 6.2	6.1	10.9	9.4	10.6	8.1	99/1814	1597/18.2	18.6	20.1	71	7.3	102	1823	KRNB-F
8.	WEZI-F	(EZ)	90/ 6.0	4.9	4.5	4.4	6.6	4.9	95/1183	1120/12.7	11.7	14.5	87	3.4	47	893	WEZI-F
9.	KMPZ-F	(CHR)	76/ 5.1	4.5	2.4	2.4	3.4	3.6	115/1647	1059/12.0	13.7	7.9	61	5.2	73	1151	KMPZ-F
10.	WLOK	(B/G)	63/ 4.2	5.1	5.5	6.3	5.3	5.3	63/855	829/ 9.4	8.8	12.9	88	3.4	48	507	WLOK
11.	WMC	(T)	55/ 3.7	4.4	3.7	2.8	2.7	3.7	61/948	776/ 8.8	9.2	8.5	70	3.4	47	571	WMC
12.	WREC	(BB)	46/ 3.1	2.8	2.1	2.7	2.0	2.7	60/820	609/ 6.9	8.8	7.1	52	3.4	47	487	WREC
13.	WCRV	(REL)	26/ 1.7	0.7	1.2	1.5	0.5	1.3	36/508	413/ 4.7	3.2	2.7	82	1.2	17	319	WCRV
	KFTH-F	(REL)	26/ 1.7	1.3	2.0	1.4	2.3	1.6	26/423	423/ 4.8	3.8	4.0	94	1.1	16	256	KFTH-F
15.																	

12+ FM SHARE (METRO): 74.04% (1041 of 1406) (WIN 88: 72.94%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHRK-F>>	1 WHRK-F	1 WHRK-F	1 WRVR-F	1 WGKX-F	1 WGKX-F	1 WHRK-F<	1 WGKX-F	1 WHRK-F	1 WHRK-F>>	1 WHRK-F>>
2 KMPZ-F	2 WEGR-F>	2 WEGR-F	WGKX-F	2 WRVR-F	2 WEZI-F	2 WGKX-F	2 WEGR-F	2 WGKX-F	2 KRNB-F	2 WEZI-F
3 KRNB-F	3 WMC -F	3 WRVR-F<	3 WHRK-F	3 WHRK-F	3 WRVR-F	3 WMC -F<	3 WHRK-F<	3 WEGR-F	3 WEGR-F	3 WRVR-F
4	4 WRVR-F	4 WGKX-F	4 WEGR-F	4 WDIA <	4 WDIA	4 WDIA	4 WRVR-F	4 WRVR-F	4 WDIA	WMC
5	5 WDIA <	5 WMC -F	5 WMC -F	5 WEGR-F	5 WLOK	5 WEGR-F	5 WMC -F<	5 WMC -F	5 KMPZ-F<	5 WDIA
6	6 KRNB-F	6 WDIA	6 WDIA >>	6 WMC -F	6 WHRK-F	6 WRVR-F	6 WEZI-F	6	6 WGKX-F	KRNB-F
7	7 WGKX-F	7 KRNB-F	7	7	7	7	WDIA	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHRK-F>>	1 WHRK-F>	1 WMC -F<	1 WHRK-F	1 WRVR-F	1 WEGR-F<	1 WEGR-F>	1 WEGR-F>>	1 WEGR-F	1 WEGR-F<
2 KRNB-F>	2 WMC -F	2 WHRK-F<	2 WRVR-F	2 WGKX-F	2 WHRK-F>>	2 WHRK-F>	2 WHRK-F>	2 WHRK-F>	2 WGKX-F
3 WEGR-F	3 WRVR-F	3 WRVR-F	3 WGKX-F	3 WDIA <	3 WMC -F>	3 WMC -F	3 WRVR-F	3 WGKX-F<	3 WHRK-F<
4 WMC -F	KRNB-F	4 WGKX-F	4 WMC -F	4 WMC -F<	4 KRNB-F	4 WRVR-F	4 WMC -F	4 WRVR-F	4 WRVR-F
5 KMPZ-F	5 WEGR-F	WDIA	5 WDIA	5 WHRK-F	5 KMPZ-F	5 WDIA	WDIA	5 WMC -F	5 WDIA
6	6 WGKX-F	6 WEGR-F	6	6	6 WRVR-F	6	6 WGKX-F>>	6 WDIA	6 WMC -F
7	WDIA	7	7	7	7	7	7	7	7

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KHLS-F	96.3	Blytheville	0.5/1.0
KWAM	990	Memphis	0.5/2.8
WHBQ	560	Memphis	1.0/2.8
WRVR	680	Memphis	1.3/5.1
WXSS	1030	Memphis	1.0/2.8

RADIO STATIONS

KWAM,	990,	10 KW/87 W (DA-2)	, GOSPEL	,	$ 20.00	(Republic)	Rivers	
WDIA,	1070,	50 KW/5 KW (DA-2)	, BLACK	APR,SBN,	$ 36.00	(Katz)	Ragan Henry	
WHBQ,	560,	5 KW/1 KW (DA-1)	, NEWS/TALK	US 1, US 2,	$ 41.00	(Republic)	RKO	
WLOK,	1340,	1 KW (DA-1)	, BLACK/GOSPEL	SBN,NBN,	$ 30.00	(K & P)		
WMC ,	790,	5 KW (DA-N)	, TALK	NBC,ABC-T,	$ 43.00	(Banner)	Scripps-Howard	
WREC,	600,	5 KW (DA-N)	, NOSTALGIA	CBS,	$ 32.00	(Mc-Guild)	New Market	
WXSS,	1030,	50 KW/1 KW (DA-2)	, BLACK	SMN,NBN,	$ 28.00	(Bolton)		
WRVR,	680,	10 KW/5 KW (DA-N)	, OLDIES	Trans,	$ NA	(Christal)	Keymarket	
KRMB-F,	101.1,	100 KW @ 347,	BLACK	ABC-F,	$ 50.00	(Republic)	Rivers	
KMPZ-F,	98.1,	100 KW @ 715,	AOR	,	$ 40.00	(Christal)	Dittman	(OSCELOLA, AR)
WEGR-F,	102.7,	100 KW @ 970,	AOR	US 1,	$ 47.00	(Mc-Guild)	New Market	
WEZI-F,	94.3,	3 KW @ 300,	BTFL/EZ	,	$ 40.00	(Eastman)	Ardman	
WGKX-F,	105.9,	100 KW @ 762,	COUNTRY	,	$ 90.00	(HNWH)	Barnstable	
WHRK-F,	97.1,	100 KW @ 530,	BLACK	NBC,	$ 78.00	(Katz)	Ragan Henry	
WMC-F ,	99.7,	300 KW @ 910,	CHR	ABC-C,	$ 94.00	(Banner)	Scripps-Howard	
WRVR-F,	104.5,	100 KW @ 750,	AC	,	$ 89.00	(Christal)	Keymarket	

MIAMI-FT. LAUDERDALE

Arbitron Rank/Pop (12+): 11/2,645,200
ADI# 15
MSA Rank/Pop: Miami - 25/1,813,600
Fort Lauderdale - 41/1,181,000
Average Person Ratings: 19.2
Market TSL: 25.5 hours

Stations: 37/34
Diaries: 2730/969:1/47.8%
Sample Target: 2510
% Below Line: 2.0
% Not Listed: 7.6

1988 Revenue: $103,500,000
HH Inc.: $32,950
Retail $: 27.1 Bil
Pop per Station: 77,800
#1 Biller: WQBA-AF $9,000,000

12+ METRO		1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WHQT-F	(U/CHR)	422/ 8.3	4.9	2.9	2.6	2.9	4.7	500/4823	4223/16.0	13.5	11.1	93	11.2	472	4592	WHQT-F
2. WLYF-F	(EZ)	359/ 7.1	7.0	7.9	8.7	8.5	7.7	389/4341	4033/15.2	14.2	15.8	59	4.8	204	2246	WLYF-F
3. WIOD	(N/T)	257/ 5.1	4.8	4.0	3.2	4.1	4.3	291/3781	3347/12.7	15.0	10.7	106	4.7	200	1969	WIOD
4. WQBA	(SP)	252/ 5.0	3.8	5.4	4.8	4.2	4.8	253/1985	1959/ 7.4	6.3	7.3	50	3.0	126	1442	WQBA
5. WPOW-F	(U/CHR)	216/ 4.3	4.4	5.6	4.6	4.3	4.7	243/3772	3137/11.9	11.8	12.2	60	7.2	305	3050	WPOW-F
6. WMXJ-F	(O)	214/ 4.2	3.9	4.3	4.2	4.4	4.2	255/3753	3054/11.5	11.7	11.8	171	4.4	186	2363	WMXJ-F
7. WGTR-F	(AOR)	205/ 4.0	2.8	4.1	3.9	3.0	3.7	231/2911	2410/ 9.1	8.8	8.9	125	5.1	217	2854	WGTR-F
8. WAQI	(SP)	199/ 3.9	3.8	2.7	3.3	3.1	3.4	200/1995	1951/ 7.4	6.7	6.1	85	2.0	83	781	WAQI
9. WAXY-F	(AC)	197/ 3.9	3.1	3.0	3.4	3.1	3.3	217/3334	2857/10.8	10.0	11.3	115	4.3	182	2882	WAXY-F
10. WHYI-F	(CHR)	195/ 3.8	3.6	3.9	4.3	4.2	3.9	237/4509	3686/13.9	14.6	16.5	79	5.2	219	3761	WHYI-F
11. WCMQ-F	(SP)	193/ 3.8	4.2	4.0	3.7	4.6	3.9	193/2369	2362/ 8.9	8.2	8.0	142	3.7	158	1828	WCMQ-F
12. WKIS-F	(C)	173/ 3.4	3.5	2.5	3.3	4.0	3.2	210/2970	2433/ 9.2	9.6	8.0	132	3.5	146	1945	WKIS-F
13. WLVE-F	(AC)	169/ 3.3	3.4	2.9	2.5	3.3	3.0	176/2835	2560/ 9.7	9.4	10.1	155	4.0	169	2111	WLVE-F
14. WNWS	(N/T)	162/ 3.2	3.6	4.8	3.7	3.4	3.8	177/2610	2317/ 8.8	9.7	9.0	44	2.2	92	1166	WNWS
15. WINZ	(N/T)	158/ 3.1	3.3	2.8	3.7	3.2	3.2	169/2832	2637/10.0	10.0	9.1	61	2.1	88	1231	WINZ
16. WTMI-F	(CL)	150/ 3.0	2.9	3.0	2.8	2.8	2.9	175/2414	2037/ 7.7	7.3	7.6	83	2.3	99	1201	WTMI-F
17. WJQY-F	(AC)	137/ 2.7	4.0	3.1	4.0	4.0	3.5	150/2589	2258/ 8.5	9.7	9.6	133	2.6	110	1503	WJQY-F
18. WQBA-F	(SP)	136/ 2.7	2.2	1.7	2.1	2.2	2.2	148/1749	1672/ 6.3	5.5	5.2	126	2.5	126	1442	WQBA-F
19. WEDR-F	(B)	129/ 2.5	3.9	4.5	5.8	5.0	4.2	129/1579	1579/ 6.0	6.5	8.6	116	2.8	117	1208	WEDR-F
20. WXDJ-F	(J/NA)	91/ 1.8	2.4	1.7	1.4	1.9	1.8	94/1737	1653/ 6.2	5.2	5.0	161	3.2	135	1608	WXDJ-F
21. WSHE-F	(AOR)	87/ 1.7	2.0	1.9	2.1	1.7	1.9	115/2569	1942/ 7.3	8.2	7.1	76	3.5	150	2315	WSHE-F
22. WZTA-F	(AOR)	83/ 1.6	1.8	2.4	2.2	2.4	2.0	108/1758	1419/ 5.4	7.1	8.4	150	2.2	95	1618	WZTA-F
23. WEAT-AF	(EZ)	68/ 1.3	2.1	1.6	1.4	1.6	1.6	316/3256	991/ 3.7	4.9	3.8	38	1.0	43	603	WEAT-AF
24. WCMQ	(SP)	60/ 1.2	1.9	1.3	0.9	1.6	1.3	60/783	783/ 3.0	3.6	3.7	100	0.9	36	609	WCMQ
25. WRHC	(SP)	50/ 1.0	0.6	1.6	1.0	1.5	1.0	50/855	855/ 3.2	2.4	3.1	40	0.4	18	277	WRHC

12+ FM SHARE (METRO): 69.57% (3264 of 4692) (WIN 88: 66.08%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHQT-F>	1 WHQT-F>	1 WHQT-F>	1 WHQT-F	1 WHQT-F	1 WLYF-F>	1 WHQT-F	1 WLYF-F	1 WHQT-F	1 WHQT-F>	1 WINZ
2 WPOW-F	2 WGTR-F>	2 WGTR-F	2 WMXJ-F	2 WMXJ-F>	2 WQBA	2 WQBA	2 WIOD	2 WLYF-F>	2 WPOW-F	2 WNWS
3 WHYI-F	3 WPOW-F>	3 WMXJ-F	3 WIOD <	3 WIOD	3 WIOD	3 WIOD <	3 WHQT-F	3 WQBA	3 WQBA	3 WHQT-F
4	4 WLVE-F<	4 WPOW-F<	4 WGTR-F<	WCMQ-F	4 WAQI	4 WLYF-F<	4 WMXJ-F	4 WPOW-F	4 WHYI-F	4 WIOD >>
5	5 WHYI-F	5 WLVE-F<	5 WLVE-F	5 WLVE-F<	5 WNWS <	5 WAQI >	5 WQBA	WIOD <	5 WLYF-F<	5 WLYF-F>>
6	6 WAXY-F<	6 WAXY-F<	WCMQ-F	6 WGTR-F	6 WMXJ-F	6 WHYI-F	WAXY-F	6 WMXJ-F<	6 WAXY-F	6 WEDR-F>>
7	7 WEDR-F	7 WIOD	7 WAXY-F	7 WKIS-F	7 WINZ <	7 WINZ <	7 WGTR-F	7 WGTR-F	7 WINZ	7 WRHC
8	8 WZTA-F	8 WCMQ-F<	8 WKIS-F	WAXY-F	8 WCMQ-F	8 WKIS-F	8 WCMQ-F<	8 WAXY-F	8 WNWS	8 WAQI
9	9 WSHE-F	9 WHYI-F	9 WQBA-F<	9 WLYF-F	9 WTMI-F	WGTR-F	9 WKIS-F	9 WHYI-F	WEDR-F	9 WQBA
10	WMXJ-F	10 WKIS-F	10 WJQY-F	10 WJQY-F	10 WKIS-F	10 WMXJ-F	10 WJQY-F	10 WLVE-F	10 WCMQ-F	10 WGTR-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WHQT-F>	1 WHQT-F>>	1 WHQT-F>>	1 WHQT-F>>	1 WHQT-F>
2 WPOW-F	2 WPOW-F	2 WLVE-F	2 WMXJ-F	2 WMXJ-F
3 WGTR-F	3 WAXY-F	3 WMXJ-F	WAXY-F	WCMQ-F
WAXY-F	4 WGTR-F	WAXY-F	4 WCMQ-F<	4 WAXY-F<
5 WHYI-F>	5 WLVE-F	5 WKIS-F	5 WPOW-F	5 WLVE-F
6 WLVE-F	6 WHYI-F	6 WPOW-F	WLVE-F	6 WJQY-F
7 WSHE-F>	7 WJQY-F	WJQY-F	7 WHYI-F	7 WLYF-F<
8 WJQY-F	8 WQBA-F	WGTR-F	8 WJQY-F	8 WKIS-F
9 WQBA-F	WMXJ-F	WEDR-F	9 WQBA-F	9 WQBA-F
10 WEDR-F	10 WEDR-F	10 WQBA-F	10 WKIS-F	10 WAQI

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHQT-F	1 WGTR-F	1 WGTR-F>	1 WGTR-F	1 WIOD <
2 WPOW-F	2 WHQT-F>	2 WHQT-F>	2 WHQT-F	2 WGTR-F
3 WGTR-F	3 WPOW-F	3 WIOD	3 WIOD	3 WMXJ-F
4 WHYI-F	4 WEDR-F	4 WLVE-F<	4 WMXJ-F	4 WHQT-F
5 WEDR-F	5 WZTA-F<	5 WZTA-F	5 WPOW-F<	5 WLVE-F
6 WSHE-F>	6 WHYI-F<	6 WMXJ-F	6 WLVE-F	6 WKIS-F
7 WZTA-F>	7 WIOD	7 WEDR-F	7 WEDR-F	7 WCMQ-F
8 WLVE-F	8 WLVE-F	8 WCMQ-F	8 WHYI-F	8 WAXY-F
WAXY-F>	9 WSHE-F	9 WXDJ-F	9 WZTA-F	9 WLYF-F
10 WKIS-F	10 WMXJ-F	WSHE-F	WAXY-F	10 WXDJ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAQI-F	98.3	Goulds/Miami	0.3/0.9
WEXY	1520	Wilton Mnrs/Ftl	0.4/0.8
WFTL	1400	Ft.Lauderdale	0.9/3.3
WKAT	1360	North Miami	0.8/1.8
WMBM	1490	Miami Beach	0.8/2.3
WOCN	1450	Miami	0.4/1.7
WQAM	560	Miami/Ft. Ldrdl	0.8/2.6
WRBD	1470	Pompano Beach	0.4/1.5
WRFM	830	Hialeah	0.3/0.5
WSUA	1260	Miami	0.7/2.5
WEAT	850	West Palm Beach	0.1/0.0
WEAT-F	104.3	West Palm Beach	1.2/3.7
WRMF-F	97.9	West Palm Beach	0.6/2.5

RADIO STATIONS

AM STATIONS

WAQI	710	50 KW (DA-2)	HISPANIC, NEWS/TALK		$ 62.00	(Katz Hisp.)		
WCMQ	1210	25 KW/2.5KW(DA-2)	HISPANIC MOR		$ 52.00	(SBS)	Spanish Broadcasting	
WINZ	940	50 KW/25KW (DA-N)	NEWS/TALK	CBS	$ 99.00	(Katz)	Guy Gannett	
WIOD	610	10 KW (DA-2)	TALK	ABC-T,ABC-I	$100.00	(Christal)	Cox	
WFTL	1400	1 KW	NOSTALGIA	APR	$ 39.00	(---)		
WKAT	1360	10 KW/1 KW	ETHNIC/BARTER	MBS	$ 29.00	(K & P)		
WMBM	1490	1 KW	GOSPEL	NBN	$ 31.00	(K & P)		
WNWS	790	25 KW	TALK/NEWS	ABC-E	$ 80.00	(Banner)	Jeff-Pilot	
WOCN	1450	1 KW (DA-2)	HISPANIC		$ 35.00	(Lotus)		
WQAM	560	5 KW/ 1 KW	COUNTRY	NBC	$ 38.00	(HNWH)	Sunshine Wireless	
WQBA	1140	50 KW/10KW (DA-2)	HISPANIC		$135.00	(Eastman)	Susquehanna	
WRHC	1550	10 KW/500 W(DA-2)	HISPANIC		$ 50.00	(Lotus)		
WSUA	1260	5 KW (DA-2)	HISPANIC		$ 45.00	(Caballero)		
WVCG	1060	50 KW/20KW (DA-2)	??		$ 32.00	(---)	Statewide	
WWNN	980	5 KW/1 KW(DA-3)	TALK		$ 36.00	(---)		(POMPANO BEACH)

FM STATIONS

WAXY	105.9	100 KW @ 1049	AC/OLDIES	US 1	$141.00	(Republic)	RKO	
WXMQ	92.3	41 KW @ 300	HISPANIC AC		$ 77.00	(SBS)	Spanish Broadcasting	
WEDR	99.1	70 KW @ 175	BLACK	CBS-R	$ 80.00	(---)	Rivers	
WCTR	97.3	98 KW @ 790	AOR		$ 78.00	(Christal)	Cox	
WHQT	105.1	100 KW @ 600	CHR/URBAN		$100.00	(MMR)	EZ	
WHYI	100.7	100 KW @ 1000	CHR		$134.00	(Mc-Guild)	Metroplex	
WJQY	106.7	100 KW @ 1024	SOFT AC		$131.00	(Katz)	Tak	
WKIS	99.9	100 KW @ 986	COUNTRY	US 2	$ 86.00	(HNWH)	Sunshine Wireless	
WLVE	93.9	100 KW @ 1006	AC/JAZZ		$100.00	(Torbet)	Gilmore	
WLYF	101.5	100 KW @ 813	BTFL/EZ		$123.00	(Banner)	Jeff-Pilot	
WMXJ	102.7	100 KW @ 1006	OLDIES		$114.00	(Durpetti)	Sconnix	
WPOW	96.5	100 KW @ 1006	CHR/URBAN	ABC-C	$ 84.00	(HNWH)	Beasley	
WQBA	107.5	100 KW @ 500	HISPANIC AC		$ 60.00	(Eastman)	Susquehanna	
WAQI	98.3	1 KW @ 462	BLACK		$ 40.00	(Katz Hisp.)		(GOULDS)
WTMI	93.1	96 KW @ 1006	CLASSICAL		$ 80.00	(CMBS)	Marlin	
WXDJ	95.7	100 KW @ 982	JAZZ/NEW AGE	SMN	$ 74.00	(CBS)		(HOMESTEAD)
WZTA	94.9	96 KW @ 1010	CLASSIC AOR		$ 70.00	(Katz)	Guy Gannett	
WSHE	103.5	100 KW @ 1006	AOR		$ 90.00	(Eastman)	TK	

MILWAUKEE

Arbitron Rank/Pop (12+): 26/1,291,500

MSA Rank/Pop: 32/1,377,800
ADI # 28
Average Person Ratings: 18.8
Market TSL: 24.7 hours

Stations: 27/23
Diaries: 1417/911:1/60.0%
Sample Target: 1420
% Below Line: 3.0
% Not Listed: 7.8

1988 Revenue: $39,100,000
HH Inc.: $34,659
Retail $: 9.2 Bil
Pop per Station: 56,152
#1 Biller: WTMJ $9,000,000

12+ METRO		1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WTMJ	(MOR)	237/ 9.8	13.0	14.0	13.2	12.1	12.5	283/3781	3105/24.0	26.6	24.6	70	10.7	262	3101	WTMJ
2. WKTI-F	(CHR)	218/ 9.0	9.3	9.4	9.9	10.4	9.4	238/3886	3458/26.8	29.0	27.5	92	10.7	261	4205	WKTI-F
3. WMIL-F	(C)	190/ 7.8	6.7	7.0	8.0	7.5	7.4	249/2572	1982/15.3	13.5	15.8	96	6.4	157	[illegible]	WMIL-F
4. WEZW-F	(EZ)	184/ 7.6	7.5	7.0	6.3	7.6	7.1	207/2520	2296/17.8	17.8	15.5	71	4.8	117	1177	WEZW-F
5. WLZR-AF	(AOR)	162/ 6.7	6.2	6.5	7.0	5.8	6.6	184/2389	2052/15.9	16.2	12.5	78	10.0	235	2376	WLZR-AF
6. WKLH-F	(AOR)	149/ 6.2	7.9	9.0	8.6	5.9	7.9	176/2483	2221/17.2	18.7	15.5	135	6.5	159	2488	WKLH-F
7. WLUM-F	(B) **	142/ 5.9	4.1	4.8	6.7	6.6	5.4	146/1932	1856/14.4	12.2	12.3	98	9.5	233	2458	WLUM-F
8. WOKY	(BB)	133/ 5.6	5.9	6.4	5.8	7.9	5.9	138/1749	1657/12.8	11.6	11.7	48	7.1	173	1873	WOKY
9. WLTQ-F	(AC)	113/ 4.7	4.6	4.7	5.5	3.4	4.9	127/1647	1499/11.6	12.8	10.3	147	3.4	84	1115	WLTQ-F
10. WMYX-F	(AC)	97/ 4.0	4.1	3.9	2.5	3.0	3.6	129/1841	1612/12.5	12.3	10.0	142	2.7	67	935	WMYX-F
11. WISN	(N/T)	90/ 3.7	3.6	3.3	2.7	3.0	3.3	96/1643	1466/11.4	11.6	10.1	92	3.3	80	1208	WISN
12. WZTR-F	(AC)	76/ 3.1	2.7	1.5	1.6	2.0	2.2	97/1272	944/ 7.3	7.9	9.4	161	3.7	91	1095	WZTR-F
13. WQFM-F	(AOR)	74/ 3.1	2.6	3.0	3.7	4.1	3.1	101/2005	1635/12.7	11.7	12.2	110	4.6	113	2002	WQFM-F
14. WFMR-F	(CL)	65/ 2.7	3.1	1.9	1.6	3.3	2.3	65/938	938/ 7.3	6.6	6.8	104	1.9	46	595	WFMR-F
15. WBZN-AF	(J/NA)	64/ 2.6	2.2	1.3	1.2	2.0	1.8	70/886	817/ 6.2	5.4	5.7	181	2.0	48	628	WBZN-AF
16. WMVP	(B)	45/ 1.9	0.7	0.8	0.6	0.5	1.0	45/331	331/ 2.6	2.6	1.6	147	0.4	9	207	WMVP
17. WEMP	(AC)	40/ 1.7	1.7	2.4	2.2	2.1	2.0	41/969	883/ 6.8	7.6	7.8	171	0.9	23	671	WEMP
18. WGN	(N/T	36/ 1.5	1.1	0.8	0.6	0.4	1.0	69/604	344/ 2.7	3.7	2.0	33	0.7	18	507	WGN
19. WRJN	(MOR)	34/ 1.4	0.7	0.8	0.7	0.9	0.9	34/257	250/ 1.9	2.2	2.2	100	0.9	23	353	WRJN
20.																

**STATION DETERMINED TO HAVE ENGAGED IN A SPECIAL STATION ACTIVITY.

12+ FM SHARE (METRO): 69.35% (1548 of 2232) (WIN 88: 67.83%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKTI-F>>	1 WLZR-AF	1 WKTI-F	1 WKLH-F	1 WKLH-F<	1 WTMJ	1 WTMJ	1 WEZW-F<	1 WKTI-F	1 WLUM-F	1 WTMJ >>
2 WLUM-F<	2 WKTI-F	2 WKLH-F	2 WKTI-F	2 WKTI-F	2 WEZW-F	2 WKTI-F>	2 WTMJ	2 WMIL-F	2 WKTI-F	2 WRJN
3 WLZR-AF>>	3 WKLH-F>	3 WLZR-AF	3 WMIL-F	3 WMIL-F	3 WOKY	3 WMIL-F<	3 WMIL-F	3 WLZR-AF	3 WLZR-AF	3 WMIL-F
4	4 WLUM-F	4 WMIL-F	WLTQ-F	4 WTMJ	4 WMIL-F>	4 WKLH-F	4 WKLH-F	WTMJ	4 WTMJ	4 WLUM-F
5	5 WMIL-F	5 WLUM-F<	5 WMYX-F	WLTQ-F	5 WISN	5 WOKY	5 WKTI-F	5 WLUM-F	5 WMIL-F	5 WKLH-F<
6	6 WMYX-F	6 WMYX-F	6 WLUM-F<	6 WLUM-F<	6 WLTQ-F	6 WLZR-AF	6 WLZR-AF<	WEZW-F	6 WEZW-F	6 WKTI-F
7	7 WQFM-F>	7 WLTQ-F	7 WLZR-AF<	7 WMYX-F	7	7 WLTQ-F	7 WOKY	7 WKLH-F	7	WEZW-F<
8	8	8	8 WTMJ	8	8	8 WEZW-F	WLTQ-F	8	8	8 WQFM-F
9	9	9	9	9		9	9	9	9	9
10	10	10	10	10	10	10		10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WKTI-F>	1 WKTI-F>	1 WKTI-F>	1 WKTI-F>	1 WKTI-F
2 WLUM-F	2 WLUM-F	2 WLUM-F	2 WLUM-F<	2 WLTQ-F
3 WLZR-AF	3 WKLH-F	3 WKLH-F	3 WMIL-F	3 WMIL-F
WMIL-F	4 WMYX-F	4 WMYX-F	4 WLTQ-F	4 WLUM-F
5 WMYX-F	5 WLZR-AF	5 WBZN-AF	5 WMYX-F<	5 WTMJ
6 WKLH-F>	6 WMIL-F	6 WLZR-AF	6 WKLH-F>	6 WEZW-F<
7 WMVP	7 WLTQ-F	7 WLTQ-F	7 WEZW-F<	7 WKLH-F<
WLTQ-F	8 WBZN-AF	8	8 WLZR-AF	8 WMYX-F
9	9	9	9	9
10	10	10	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLZR-AF>	1 WLZR-AF>	1 WLZR-AF	1 WKLH-F<	1 WKLH-F>
2 WMIL-F	2 WKLH-F>	2 WKLH-F>	2 WLZR-AF>	2 WLZR-AF<
WKLH-F>	3 WQFM-F<	3 WQFM-F	3 WMIL-F	3 WTMJ
4 WKTI-F	4 WKTI-F	4 WKTI-F	4 WKTI-F	4 WMIL-F<
5 WQFM-F	5 WMIL-F>	5 WLUM-F	5 WQFM-F	5 WKTI-F
6	6 WLUM-F<	6 WBZN-AF<	6 WMYX-F	6 WZTR-F
7	7 WZTR-F	7 WZT[illegible]-F	7 WZTR-F	WMYX-F
8	8	8	8	8
	9	9	9	
10	10	10		10

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAUK	1510	Waukesha	0.3/0.9
WNOV	860	Milwaukee	0.7/2.3
WBBM	780	Chicago	0.8/4.5
WGN	720	Chicago	1.5/2.7
WLUP	1000	Chicago	0.7/1.1

RADIO STATIONS

AM STATIONS

WEMP,	1250,	5 KW (DA-2)	, OLDIES	MBS,Trans,	$ 41.00	(Banner)	Heritage	
WISN,	1130,	50 KW/10 KW (DA-N),	NEWS/TALK	MBS,ABC-E,	$ 52.00	(Katz)	Hearst	
WMVP,	1290,	5 KW (DA-2)	, BLACK	SMN,	$ 21.00	(Durpetti)	All Pro	
WNOV,	860,	250 W (DAYS,DA)	, BLACK	NBN,	$ 20.00	(---)		
WOKY,	920,	5 KW/ 1 KW (DA-2),	NOSTALGIA	CBS,	$ (---)		Sundance	
WTMJ,	620,	5 KW (DA-N)	, MOR	NBC,	$121.00	(Christal)	Milwaukee Journal	
WYLO,	540,	250 W/150 W(DA-1)	, RELIGION/ETHNIC	,	$ 20.00	(In House)	Marsh	(JACKSON)

FM STATIONS

WBZN,	100.7,	50 KW @ 500,	JAZZ/NEW AGE	,	$ 40.00	(Torbet)	Channel One
WEZW,	103.7,	20 KW @ 840,	BTFL/EZ	,	$ 70.00	(Republic)	Multimedia
WFMR,	98.3,	3 KW @ 330,	CLASSICAL	,	$ 49.00	(CMBS)	
WKLH,	96.5,	22 KW @ 810,	CLASSIC AOR	,	$ 92.00	(Mc-Guild)	Saga
WKTI,	94.5,	16 KW @ 911,	CHR	Source,	$ 87.00	(Christal)	Milwaukee Journal
WLTQ,	97.3,	16 KW @ 980,	SOFT AC	,	$ 55.00	(Katz)	Hearst
WLUM,	102.1,	50 KW @ 490,	BLACK	CBS-R,	$ 47.00	(HNWH)	All Pro
WLZR,	102.9,	50 KW @ 422,	AOR	ABC-F,	$ 57.00	(Republic)	Great American
WMIL,	106.1,	13 KW @ 976,	COUNTRY	,	$ 74.00	(CBS)	Sundance
WMYX,	99.1,	50 KW @ 450,	AC	CBS-R,	$ 62.00	(Banner)	Hertitage
WQFM,	93.3,	14 KW @ 940,	AOR	ABC-R,	$ 64.00	(Torbet)	Shamrock-Lynett
WZTR,	95.7,	34 KW @ 610,	OLDIES	,	$ 41.00	(Durpetti)	

MINNEAPOLIS-ST. PAUL

Arbitron Rank/Pop (12+): 19/1,944,800
MSA Rank/Pop: 14/2,345,500
ADI # 13
Average Person Ratings: 17.2
Market TSL: 22.5 hours

Stations: 38/38
Diaries: 1643/[illegible]84:1/60.4%
Sample Target: 1660
% Below Line: 0.0
% Not Listed: 13.7

1988 Revenue: $68,400,000
HH Inc.: $38,799
Retail $: 19.0 Bil
Pop per Station: 51,178
#1 Biller: WCCO $20,000,000

12+ METRO		1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WCCO	(MOR)	545/16.3	16.9	22.3	16.6	16.9	18.0	794/10043	6672/34.3	38.1	34.9	74	15.8	531	7337	WCCO
2. KSTP-F	(AC)	290/ 8.7	9.2	7.5	9.0	9.4	8.6	327/4150	3506/18.0	20.9	21.2	120	7.9	267	2847	KSTP-F
3. KQRS-AF	(AOR)	267/ 8.0	8.4	9.5	11.7	7.9	9.4	312/4867	3949/20.3	21.9	19.1	106	10.0	337	4818	KQRS-AF
4. WLTE-F	(AC)	246/ 7.3	6.9	5.5	5.8	5.9	6.4	295/4512	3663/18.8	19.1	14.7	122	4.6	156	2114	WLTE-F
5. KEEY-F	(C)	216/ 6.5	6.8	6.2	6.2	7.4	6.4	258/3240	2697/13.9	15.5	15.2	112	5.6	187	2515	KEEY-F
KDWB-F	(CHR)	216/ 6.5	6.8	6.8	4.7	5.1	6.2	238/4738	4049/20.8	21.6	17.8	51	9.5	321	4874	KDWB-F
7. WLOL-F	(CHR)	213/ 6.4	6.2	6.0	9.4	8.3	7.0	238/4946	4303/22.1	21.9	23.6	72	6.3	212	4468	WLOL-F
8. KLXK-F	(O)	188/ 5.6	6.8	6.3	4.6	5.5	5.8	206/3099	2901/14.9	17.7	11.3	152	3.7	126	1852	KLXK-F
9. KTCZ-F	(AOR)	152/ 4.5	4.2	4.0	4.3	4.1	4.3	152/2358	2326/12.0	10.4	10.7	167	5.0	169	1918	KTCZ-F
10. KQQL-F	(O)	124/ 3.7	1.6	1.5	1.4	1.7	2.0	167/2852	2181/11.2	6.6	6.2	157	4.7	159	1677	KQQL-F
11. KJJO-F	(AOR)	121/ 3.6	3.7	4.4	5.3	4.0	4.3	174/3228	2287/11.8	12.8	10.6	36	5.1	172	2581	KJJO-F
12. KSTP	(N/T)	92/ 2.7	2.9	2.6	3.0	4.2	2.8	95/1987	1818/ 9.3	7.9	9.6	100	3.4	114	1785	KSTP
13. WDGY	(C)	53/ 1.6	1.3	1.5	1.6	1.9	1.5	76/1533	1089/ 5.6	5.4	5.8	106	0.8	28	1028	WDGY
14. KLBB	(BB)	51/ 1.5	1.6	1.3	1.8	1.7	1.5	51/708	708/ 3.6	4.2	3.3	47	1.1	37	568	KLBB
15. WAYL	(EZ)	48/ 1.4	1.3	1.5	0.4	0.5	1.1	48/806	769/ 4.0	4.3	2.2	36	1.2	42	595	WAYL
16. KDWB	(AC)	37/ 1.1	1.1	1.8	2.7	2.1	1.7	40/938	845/ 4.3	5.1	6.8	127	0.7	25	446	KDWB
17.																
18.																
19.																
20. --																

12+ FM SHARE (METRO): 70.20% (2028 of 2889) (WIN 88: 67.84%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDWB-F>>	1 KQRS-AF>	1 KQRS-AF	1 WCCO	1 WCCO	1 WCCO >>	1 WCCO >>	1 WCCO >	1 WCCO >	1 WLOL-F	1 WCCO >>
2 WLOL-F>	2 KLXK-F	2 KSTP-F	2 KSTP-F	2 KSTP-F	2 KSTP-F	2 KSTP-F	2 WLTE-F	2 KSTP-F	2 KDWB-F	2 KEEY-F
3 KJJO-F>>	3 WLOL-F	3 WCCO	3 KQRS-AF	3 WLTE-F	3 WLTE-F>	3 KQRS-AF	3 KSTP-F	3 KQRS-AF	3 WCCO	3 KSTP
4	KDWB-F	KLXK-F	KLXK-F	4 KQRS-AF	4 KEEY-F>	4 WLOL-F	4 KLXK-F	4 WLTE-F<	4 KQRS-AF	KDWB-F
5	5 KTCZ-F	5 WLTE-F<	5 WLTE-F	KLXK-F	5 KSTP	5 WLTE-F	5 KEEY-F	5 KDWB-F	5 KJJO-F	5 KSTP-F
6	6 KSTP-F	6 KEEY-F	6 KTCZ-F	6 KTCZ-F<	6 KQQL-F	6 KDWB-F<	6 KQRS-AF	6 KEEY-F	6 KSTP-F<	KQRS-F
	7 KEEY-F	7 WLOL-F	7 KEEY-F	7 KEEY-F	7	7 KEEY-F	7	7 WLOL-F<	7 WLTE-F<	7
8	8 KJJO-F	8	8	8	8	8	8	8 KLXK-F	8 KTCZ-F	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WLOL-F>	1 WLOL-F	1 KSTP-F<	1 WLTE-F	1 WLTE-F
2 KDWB-F	2 KSTP-F	2 KLXK-F<	2 KSTP-F	2 KSTP-F
3 KSTP-F	3 WLTE-F	3 WLTE-F	3 WLOL-F	3 WCCO >
4 KJJO-F	4 KDWB-F	KTCZ-F	4 WCCO	4 KEEY-F<
5 KQRS-AF	5 KLXK-F	5 WLOL-F	5 KEEY-F	5 KQQL-F
KEEY-F	6 KQRS-AF<	6 KQRS-AF<	6 KDWB-F	6 KLXK-F<
7 WLTE-F>>	7 KTCZ-F	7 KQQL-F	7 KLXK-F	7 WLOL-F
8	8 KEEY-F	8	8 KQQL-F	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQRS-AF>>	1 KQRS-AF>>	1 KQRS-AF>	1 KQRS-AF>	1 KQRS-AF<
2 KDWB-F<	2 KLXK-F	2 KLXK-F	2 KLXK-F	2 WCCO
3 KJJO-F>	3 KDWB-F	3 KTCZ-F>	3 WCCO	3 KLXK-F
4 KEEY-F	4 KTCZ-F	4 WCCO >	4 KEEY-F<	4 KTCZ-F
5 WLOL-F	KJJO-F	5 KEEY-F	5 KTCZ-F<	5 KSTP-F
6 KLXK-F	6 KEEY-F	6 KDWB-F	6 KSTP-F	6 KEEY-F
7 KSTP-F	7 WCCO	7	7 KDWB-F	7
8	8 WLOL-F	8	8 KJJO-F	8

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KTCJ	690	Minneapolis	0.4/0.9
KZOW	950	St. Louis Park	0.4/2.1

RADIO STATIONS

AM STATIONS

KDWB,	630,	5 KW/500 (DA02)	, OLDIES		, $ NA (Banner)	Legacy
KLBB,	1400,	1 KW	, NOSTALGIA	CNN, ABC-D,	$ 34.00 (Roslin)	
KSNE,	1260,	5 KW (DA-N)	, MOR		, $ 19.00 (Roslin)	
KSTP,	1500,	50 KW (DA-N)	, NEWS/JAZZ	ABC-T,ABC-I,	$ 52.00 (Mc-Guild)	Hubbard
KTCJ,	690,	500 W (DAYS,DA)	, JAZZ		, $ 23.00 (Durpetti)	Parker
KUXL,	1570,	2.5 KW/300 W	, RELIGION		, $ 20.00 (---)	Marsh
WCCO,	830,	50 KW	, MOR	CBS,	$268.00 (CBS)	
WDGY,	1130,	50 KW/25KW(DA-2)	, COUNTRY	ABS,	$ 47.00 (Katz)	Malrite
KDWB, F	101.3,	50 KW @ 822	, CHR		, $ 95.00 (Banner)	Legacy
KEEY, F	102.1,	50 KW @ 842	, COUNTRY		, $115.00 (Katz)	Malrite
KJJO, F	104.1,	100 KW @ 1050	, AOR	CBS-R,	$ 53.00 (Republic)	Park
KQRS, F	92.5,	50 KW @ 822	, AOR	ABC-R,	$150.00 (Katz)	Cap Cities/ABC
KQQL, F	107.9,	100 KW @ 1080	, OLDIES	Trans,	$ 47.00 (Republic)	Trumper
KSTP, F	94.5,	100 KW @ 1250	, AC		, $200.00 (Mc-Guild)	Hubbard
KTCZ, F	97.1,	100 KW @ 285	, ECLECTIC/AOR		, $ 64.00 (Durpetti)	Parker
KLXK, F	93.7,	100 KW @ 820	, OLDIES		, $ 72.00 (Durpetti)	Entercom
WLOL, F	99.5,	50 KW @ 844	, CHR		, $125.00 (Mc-Guild)	Emmis
WLTE, F	102.9,	100 KW @ 1304	, AC		, $ 79.00 (CBS)	

NASHVILLE

Arbitron Rank/Pop (12+): 47/807,400

MSA Rank/Pop: 52/960,200
ADI # 32
Average Person Ratings: 17.1
Market TSL: 22.75 hours

Stations: 19/18
Diaries: 1158/697:1/54.3%
Sample Target: 1080
% Below Line: 0.7
% Not Listed: 10.9

1988 Revenue: $33,000,000
HH Inc.: $32,753
Retail $: 6.9 Bil
Pop per Station. 44,855
#1 Biller: WSM -AF $6,200,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WYHY-F (CHR)	204/14.8	10.3	12.8	13.2	11.0	12.8	353/3980	2432/30.1	24.4	21.8	74	15.7	220	2183	WYHY-F
2. WSM -F (C)	154/11.2	9.3	10.2	10.0	12.2	10.2	321/3540	1751/21.7	20.2	20.6	123	8.6	121	1768	WSM -F
3. WZEZ-F (EZ)	125/ 9.1	9.6	9.2	7.4	10.1	8.8	148/1700	1223/15.1	13.6	13.4	92	6.6	92	1342	WZEZ-F
4. WKDF-F (AOR)	123/ 8.9	8.3	8.0	9.1	8.5	8.6	301/3479	1526/18.9	18.7	20.4	102	10.2	143	1810	WKDF-F
5. WSIX-F (C)	109/ 7.9	9.9	9.2	10.8	10.2	9.4	130/1986	1408/17.4	19.4	18.5	127	9.6	134	1423	WSIX-F
6. WLAC-F (AC)	107/ 7.8	7.1	7.2	6.8	6.0	7.2	182/2621	1615/20.0	16.9	13.7	127	10.3	145	1938	WLAC-F
7. WQQK-F (B)	73/ 5.3	6.9	8.2	6.7	5.4	6.8	80/959	878/10.9	13.7	10.7	85	10.7	150	1318	WQQK-F
8. WSM (C)	60/ 4.4	4.2	6.1	6.0	5.6	5.2	97/1859	1102/13.6	11.6	12.0	50	4.6	65	814	WSM
WRMX-F (AC)	60/ 4.4	5.1	4.0	4.8	2.9	4.6	87/1380	997/12.3	13.2	8.5	132	3.1	44	780	WRMX-F
10. WGFX-F (AOR)	58/ 4.2	5.8	6.0	6.5	5.5	5.6	93/1469	1035/12.8	14.4	[illegible].0	126	5.1	72	1038	WGFX-F
11. WLAC (T/R)	46/ 3.3	3.0	2.0	3.1	2.8	2.8	51/811	721/ 8.9	9.7	8.0	88	2.4	33	876	WLAC
12. WVOL (B)	27/ 2.0	2.9	3.3	2.4	3.1	2.7	27/484	448/ 5.5	6.2	6.4	90	1.6	22	465	WVOL
13.															
14.															
15.															

12+ FM SHARE (METRO): 84.35% (1035 of 1227) (WIN 88: 80.54%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYHY-F>>	1 WYHY-F	1 WYHY-F	1 WSM -F	1 WSM -F	1 WSM -F<	1 WYHY-F	1 WSM -F<	1 WYHY-F>	1 WYHY-F>>	1 WSM -F
2	2 WKDF-F>	2 WSM -F	2 WYHY-F	2 WYHY-F	2 WZEZ-F>	2 WSM -F	2 WZEZ-F	2 WSM -F<	2 WKDF-F	2 WQQK-F>>
3	3 WLAC-F	3 WKDF-F	3 WLAC-F	3 WSIX-F<	3 WSIX-F	3 WSIX-F	3 WYHY-F	3 WKDF-F	3 WQQK-F	3 WYHY-F
4	4 WSM -F	4 WLAC-F	4 WKDF-F<	4 WLAC-F	4 WSM	4 WZEZ-F	4 WLAC-F	4 WLAC-F	4 WSM -F>	4 WKDF-F
5	5 WGFX-F	5 WSIX-F	5 WSIX-F	5 WKDF-F	5 WLAC-F	5 WKDF-F	5 WKDF-F	5 WZEZ-F	5 WZEZ-F	5
6	6 WSIX-F	6	6	6 WZEZ-F	6	6 WLAC-F	6 WSIX-F	6 WSIX-F	WGFX-F	6
	WQQK-F									

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WYHY-F>	1 WYHY-F>	1 WYHY-F>	1 WYHY-F	1 WYHY-F<
2 WKDF-F	2 WLAC-F	2 WLAC-F>	2 WSM -F	2 WSM -F
3 WSM -F	3 WKDF-F	3 WKDF-F	3 WLAC-F>	3 WLAC-F<
4 WLAC-F	4 WSM -F	4 WSM -F	4 WSIX-F	4 WZEZ-F
5 WQQK-F	5 WRMX-F	5 WRMX-F	5 WZEZ-F	5 WSIX-F
6 WRMX-F	6	6	WKDF-F	6
			7 WRMX-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYHY-F	1 WKDF-F>	1 WKDF-F>	1 WKDF-F	1 WSM -F
2 WKDF-F>	2 WYHY-F>	2 WGFX-F	2 WSM -F	2 WKDF-F
3 WQQK-F>>	3 WGFX-F	3 WYHY-F	3 WYHY-F	3 WSIX-F
4 WSM -F	4 WLAC-F	WLAC-F	4 WGFX-F	4 WLAC-F
WGFX-F	5 WSM -F	5 WSIX-F	5 WSIX-F	WGFX-F
6	WSIX-F	6 WSM -F	6 WLAC-F	6
	7 WQQK-F		7 WQQK-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAMB	1160	Nashville	1.7/5.5
WKDA	1240	Nashville	1.2/3.1
WMDB	880	Nashville	0.9/2.8
WSIX	980	Nashville	0.5/4.0
WBVR-F	101.1	Russellville	0.7/2.4

RADIO STATIONS

WAMB, 1160, 50 KW/1 KW (DA-N), NOSTALGIA MBS, $ 20.00 (Roslin)
WKDA, 1240, 1 KW , OLDIES ABC-R,ABC-I, $ 20.00 (Katz) Dick
WLAC, 1510, 50 KW (DA-N) , NEWS/TALK/RELIG CBS, $ 47.00 (Durpetti, Fairmont
WMBD, 880, 2.5 KW (DAYS,DA) , BLACK , $ 17.00 (---)
WSIX, 980, 5 KW (DA-N) , TALK ABC-I, $ 51.00 (Mc-Guild) Hicks
WSM , 650, 50 KW , COUNTRY NBC, $ 55.00 (Christal)
WVOL, 1470, 5 KW/1 KW (DA-2), BLACK NBN, $ 27.00 (Republic)

WKDF-F, 103.3, 100 KW @ 1220, AOR ABC-R,ABC-E, $103.00 (Katz) Dick
WLAC-F, 105.9, 100 KW @ 1229, AC , $110.00 (Durpetti) Fairmont
WQQK-F, 92.1, 1.5 KW @ 430, BLACK , $ 45.00 (Republic)
WSIX-F, 97.9, 100 KW @ 1145, COUNTRY , $ 74.00 (Mc-Guild) Hicks
WSM-F , 95.5, 100 KW @ 1280, COUNTRY , $100.00 (Christal)
WRMX-F, 96.3, 100 KW @ 840, AC/OLDIES , $ 40.00 (HNWH) Signature (MURFREESBORO)
WYHY-F, 107.5, 100 KW @ 710, CHR US 2, $ 70.00 (Eastman) Jacor (LEBANON)
WZEZ-F, 92.9, 100 KW @ 1053, BTFL/EZ , $ 60.00 (Eastman) South Central
WGFX-F, 104.5, 49 KW @ 1050, CLASSIC ROCK ABC-F, $ 50.00 (Banner) Capitol-Johnson (GALLATIN)

NASSAU-SUFFOLK

Arbitron Rank/Pop (12+): 12/2,237,400

MSA Rank/Pop: 11/2,644,800
New York ADI
Average Person Ratings: 19.6
Market TSL: 25.25 hours

Stations: 40/14
Diaries: 1645/1360:1/51.4%
Sample Target: 1650
% Below Line: NA
% Not Listed: NA

1988 Revenue: $30,600,000
HH Inc.: $48,492
Retail $: 23.4 Bil
Pop per Station: 159,814
#1 Biller: WALK $7,700,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WALK-F (AC)	251/ 5.7	6.3	6.0	6.0	6.9	6.0	251/3309	3309/14.8	13.1	12.5	131	5.3	215	2299	WALK-F
2. WBLI-F (CHR)	209/ 4.8	4.0	5.5	5.3	4.7	4.9	209/3045	3045/13.6	12.8	12.5	123	5.6	229	2936	WBLI-F
3. WBAB-F (AOR)	173/ 3.9	4.8	4.3	5.5	4.6	4.6	173/2648	2648/11.8	12.9	12.3	97	6.5	264	2951	WBAB-F
4. WKJY-F (AC)	163/ 3.7	3.6	2.2	2.5	2.8	3.0	163/1665	1665/ 7.4	7.8	5.8	151	1.8	75	900	WKJY-F
5. WHLI (BB)	160/ 3.7	3.5	3.3	2.8	5.1	3.3	160/1047	1047/ 4.7	4.4	5.1	38	1.9	78	759	WHLI
6. WYNY-F (C)	142/ 3.2	2.8	2.4	2.6	2.1	2.8	142/1871	1871/ 8.4	7.6	6.6	112	2.6	107	1290	WYNY-F
7. WCTO-F (EZ)	137/ 3.1	2.9	1.9	1.9	1.5	2.5	137/1291	1291/ 5.8	6.4	3.5	71	1.4	57	840	WCTO-F
8. WGSM (MOR)	85/ 1.9	2.4	2.7	1.5	2.0	2.1	85/582	582/ 2.6	3.6	2.2	32	1.0	42	446	WGSM
9. WDRE-F (AOR)	84/ 1.9	1.4	1.4	2.0	1.8	1.7	83/1345	1345/ 6.0	4.5	4.2	63	3.2	131	1134	WDRE-F
10. WRCN-F (AOR)	25/ 0.6	0.5	0.7	0.7	0.3	0.6	25/532	532/ 2.4	2.0	1.7	100	0.4	15	365	WRCN-F

NOTE: Nassau-Suffolk is a portion of the New York metro. Only stations home to the Nassau-Suffolk survey area are included. There is no TSA.

12+ FM SHARE (METRO): NA (WIN 88: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLI-F>	1 WBAB-F>	1 WALK-F	1 WALK-F	1 WALK-F	1 WALK-F	1 WALK-F>	1 WALK-F	1 WCTO-F>>	1 WBLI-F	1 WALK-F>>
2 WDRE-F	2 WBLI-F	2 WBLI-F<	2 WBLI-F<	2 WBLI-F	2 WHLI	2 WBLI-F>	2 WKJY-F<	2 WALK-F	2 WALK-F	2 WBLI-F>
3	3 WALK-F	3 WBAB-F	3 WKJY-F>	3 WKJY-F>	3 WCTO-F	3 WBAB-F	3 WBAB-F	3 WBLI-F	3 WBAB-F>	3 WBAB-F
4	4 WKJY-F	4 WKJY-F>>	4 WBAB-F>	4 WBAB-F	4 WBLI-F<	4 WYNY-F<	4 WBLI-F	4 WKJY-F	4 WDRE-F	4
5	5 WDRE-F	5 WYNY-F	5 WYNY-F	5 WYNY-F	5 WYNY-F	5 WCTO-F	5 WCTO-F	WBAB-F	5 WKJY-F	5
6	6	WDRE-F	6	6	6 WKJY-F	6 WKJY-F	6 WYNY-F	6	6 WCTO-F	6
						WHLI				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBLI-F>	1 WBLI-F>	1 WBLI-F	1 WALK-F	1 WALK-F	1 WBAB-F>>	1 WBAB-F>>	1 WBAB-F	1 WBAB-F	1 WALK-F
2 WBAB-F>	2 WBAB-F	2 WALK-F	2 WBLI-F>	2 WBLI-F	2 WDRE-F>>	2 WDRE-F	2 WKJY-F	2 WALK-F	2 WKJY-F<
3 WDRE-F	WALK-F	3 WKJY-F	3 WKJY-F	3 WKJY-F>	3 WBLI-F>	3 WKJY-F	3 WALK-F	3 WKJY-F	3 WBLI-F
4 WALK-F>	4 WKJY-F>	4 WBAB-F>>	4 WBAB-F>	4 WBAB-F	4 WALK-F	4 WALK-F	4 WYNY-F>	WBLI-F>	4 WYNY-F
5 WKJY-F>	5 WDRE-F	5 WYNY-F>	5 WYNY-F>	5 WYNY-F	5 WRCN-F	5 WYNY-F	5 WDRE-F	5 WDRE-F	5 WBAB-F>>
6 WYNY-F>>	6	6	6	6	6	6	6 WBLI-F	6	6

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEZN-F	99.9	Bridgeport
WJAZ-F	96.7	Stamford
WPLR-F	99.1	New Haven

See New York for more about the following:

WABC	3.2/8.2	WMCA	.7/2.9	WQXR	.1/.7
WBLS-F	1.5/3.1	WNCN-F	.8/3.4	WQXR-F	1.4/3.8
WCBS	2.8/12.9	WNEW	1.3/4.3	WRKS-F	1.4/4.0
WCBS-F	4.9/15.5	WNEW-F	2.7/9.7	WSKQ	
WEVD-F		WNSR-F	3.3/9.1	WWPR-F	
WFAN	2.4/10.1	WOR	3.2/8.7	WXRK-F	3.2/11.8
WHTZ-F	6.3/21.2	WPAT-AF	2.2/7.1		
WINS	3.0/15.1	WQCD-F	2.0/5.4		
WLTW	3.0/8.9	WQHT-F	3.3/10.0		

RADIO STATIONS

WGSM, 740, 25 KW (DAYS,DA)	, MOR	,$ 55.00	(Roslin)	Greater Media
WHLI, 1100, 10 KW (DAYS,DA)	, NOSTALGIA	,$ 67.00	(Katz)	Barnstable
WLIM, 1580,	, NOSTALGIA	,$ 29.00	(K & P)	
WALK-F, 97.5, 45 KW @ 530, AC		,$135.00	(Durpetti)	American
WBAB-F, 102.3, 3 KW @ 268, AOR		,$130.00	(MMR)	Noble
WBLI-F, 106.1, 10 KW @ 500, CHR		,$109.00	(Katz)	Beck-Ross
WCTO-F, 94.3, 3 KW @ 300, BTFL/EZ		,$ 70.00	(Roslin)	Greater Media
WKJY-F, 98.3, 3 KW @ 330, SOFT AC		,$ 59.00	(Katz)	Barnstable
WRCN-F, 103.9, 1.5 KW @ 466, AOR		,$ 50.00	(---)	
WDRE-F, 92.7, 3 KW @ 300, AOR		,$ 60.00	(Katz)	
WLNG-F, 92.1, 3 KW @ 305, AC		,$ 12.00	(K & P)	

NEW ORLEANS

Arbitron Rank/Pop (12+): 34/1,085,200

MSA Rank/Pop: 36/1,319,700
ADI # 35

Average Person Ratings: 17.5
Market TSL: 23.25 hours

Stations: 26/24
Diaries: 1725/629:1/5132%
Sample Target: 1500
% Below Line: 0.9
% Not Listed: 9.2

1988 Revenue: $26,900,000
HH Inc.: $29,286
Retail $: 9.6 Bil
Pop per Station: 45,216
#1 Biller: WQUE-AF $4,700,000

12+ METRO		1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WEZB-F	(CHR)	222/11.7	10.8	11.5	11.2	8.8	11.3	260/3706	3110/28.7	29.2	22.5	82	13.0	274	3140	WEZB-F
2. WQUE-AF	(U/CHR)	218/11.5	14.5	13.1	15.6	15.0	13.7	250/3228	2770/25.5	27.9	28.2	83	15.3	316	3474	WQUE-AF
3. WYLD-F	(B)	194/10.2	8.5	9.4	7.9	10.8	9.0	213/2276	2055/18.9	17.4	18.9	95	11.7	246	2189	WYLD-F
4. WLTS-F	(AC)	174/ 9.2	5.6	5.9	6.2	5.9	6.7	205/2545	2084/19.2	15.6	13.6	137	5.3	111	1380	WLTS-F
5. WLMG-F	(AC)	98/ 5.2	6.4	6.1	6.4	4.9	6.1	109/1775	1581/14.6	16.9	12.7	148	3.2	67	1126	WLMG-F
6. WWL	(N/T)	96/ 5.1	8.6	7.0	6.3	6.1	6.8	116/2222	1637/15.1	21.7	17.6	102	6.1	129	1599	WWL
7. WBYU	(BB)	93/ 4.9	4.5	1.6	1.9	1.6	3.2	95/868	828/ 7.6	7.2	4.4	24	3.3	69	620	WBYU
8. WRNO-F	(AOR)	87/ 4.6	3.8	4.1	4.3	5.5	4.2	97/1962	1641/15.1	14.5	13.5	96	4.8	101	1714	WRNO-F
9. WNOE-F	(C)	78/ 4.1	4.3	4.3	3.8	5.0	4.1	101/1488	958/ 8.8	11.4	11.6	110	3.5	74	1062	WNOE-F
10. WCKW-F	(AOR)	65/ 3.4	4.0	4.7	4.6	4.0	4.2	98/1477	1044/ 9.6	10.9	7.3	124	6.0	125	1112	WCKW-F
11. WBOK	(B/G)	62/ 3.3	1.2	3.9	4.2	4.2	3.7	64/728	702/ 6.5	6.7	6.2	70	3.9	82	854	WBOK
12. WQXY-F	(C)	53/ 2.8	2.5	8.6	6.2	7.9	5.0	78/1171	826/ 7.6	7.5	13.9	107	2.4	51	692	WQXY-F
13. WYAT	(O)	52/ 2.7	1.9	1.9	1.3	0.9	2.0	52/63[illegible]	634/ 5.8	4.4	3.3	156	2.4	50	359	WYAT
14. WYLD	(B)	40/ 2.1	2.8	3.0	3.1	1.0	2.8	46/969	794/ 7.3	7.4	3.2	48	2.1	45	768	WYLD
15. KHAA-F	(B)	36/ 1.9	2.1	1.6	1.0	1.3	1.6	41/504	378/ 3.5	3.3	1.8	147	1.3	28	380	KHAA-F

12+ FM SHARE (METRO): 72.99% (1259 of 1725) (WIN 88: 76.23%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WEZB-F	1 WEZB-F	1 WEZB-F	1 WLTS-F	1 WLTS-F	1 WBYU	1 WEZB-F>	1 WLTS-F	1 WQUE-AF	1 WYLD-F	1 WYLD-F>>
2 WQUE-AF>>	2 WYLD-F<	2 WLTS-F<	2 WYLD-F<	2 WYLD-F<	2 WLTS-F	2 WQUE-AF	2 WEZB-F	2 WEZB-F	2 WQUE-AF>	2 WWL
3 WYLD-F	3 WQUE-AF	3 WYLD-F<	3 WEZB-F<	3 WEZB-F<	3 WWL	3 WLTS-F	3 WQUE-AF	3 WLTS-F<	3 WEZB-F>	3 WBOK
4	4 WLTS-F	4 WQUE-AF>	4 WQUE-AF	4 WQUE-AF	4 WNOE-F	4 WYLD-F	4 WYLD-F	4 WYLD-F>	4 WLTS-F	4 WSMB
5	5 WRNO-F	5 WLMG-F	5 WLMG-F	5 WLMG-F>	5 WQUE-AF<	5 WWL >	5 WLMG-F<	5 WRNO-F	5 WRNO-F	5 WQUE-F
6	6 WCKW-F	6 WRNO-F	6	6	6 WYLD-F	6	6 WBYU	6	6 WBOK	6
7	7 WLMG-F>>	7 WCKW-F	7	7	7	7	7	7	7 WCKW-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WEZB-F>	1 WEZB-F	1 WLTS-F	1 WLTS-F<	1 WLTS-F>
2 WYLD-F	2 WYLD-F	2 WYLD-F<	2 WEZB-F	2 WEZB-F
3 WQUE-AF>	3 WLTS-F<	3 WEZB-F	3 WYLD-F	3 WQUE-AF
4 WLTS-F	4 WQUE-AF>	4 WQUE-AF>	4 WQUE-AF>	WYLD-F
5 WRNO-F>>	5 WRNO-F	5 WLMG-F	5 WLMG-F	5 WLMG-F
6	6 WLMG-F>>	6 WRNO-F	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WQUE-AF<	1 WEZB-F<	1 WEZB-F	1 WQUE-AF<	1 WLTS-F<
2 WEZB-F	2 WQUE-AF	WCKW-F	2 WYLD-F<	2 WYLD-F<
3 WYLD-F>	3 WYLD-F<	3 WQUE-AF<	3 WEZB-F	3 WQUE-AF
4 WRNO-F	4 WCKW-F	4 WYLD-F	4 WLTS-F	4 WEZB-F
5 WCKW-F>>	5 WRNO-F	5 WRNO-F	5 WCKW-F	5 WWL
6	6 WLTS-F	6 WLTS-F	6	6 WCKW-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KGLA	1540	Gretna	1.2/0.9
KHOM-F	104.1	Houma	1.1/4.6
WARB	730	Covington	0.7/1.0
WCKW	1010	Garyville	
WNOE	1060	New Orleans	1.0/3.0
WSHO	800	New Orleans	0.4/1.3
WSMB	1350	New Orleans	1.6/1.9
WTIX	690	New Orleans	1.1/4.1
WIME-F	102.5	Baton Rouge	0.5/1.6
WKJN-F	103.3	Hammond	0.4/2.1

RADIO STATIONS

AM STATIONS

WBOK, 1230, 1 KW	, BLACK/GOSPEL	SBN,$ 25.00	(Republic)	Willis
WNOE, 1060, 50 KW/5 KW (DA-2)	, COUNTRY	ABC-E,$ 23.00	(Mc-Guild)	
WSHO, 800, 1 KW (DAYS,DA)	, RELIGION	,$ 19.00	(---)	
WSMB, 1350, 5 KW (DA-N)	, TALK	MBS,ABC-I,$ 27.00	(Smith)	
WTIX, 690, 10 KW/5 KW (DA-2)	, TALK	MBS,NBC,$ 30.00	(Mc-Guild)	
WBYU, 1450, 1 KW	, NOSTALGIA	SMN,$ 28.00	(Roslin)	
WWL , 870, 50 KW (DA-1)	, NEWS/TALK	CBS,$ 60.00	(Katz)	Loyola University
WYAT, 990, 250 W	, OLDIES	CBS-R,$ 20.00	(Durpetti)	
WYLD, 940, 10 KW/500 W (DA-2)	, BLACK	,$ 23.00	(Banner)	Interurban

FM STATIONS

WQXY, 95.7, 100 KW @ 580, COUNTRY	,$ 55.00	(Christal)	Stoner
WCKW, 92.3, 100 KW @ 77 , CLASSIC AOR	ABC-D,$ 35.00	(Republic)	
WEZB, 97.1, 100 KW @ 511, CHR	US 1,$ 97.00	(MMR)	EZ
WLMG, 101.9, 100 KW @ 825, AC	,$ 50.00	(Katz)	Loyola University
WLTS, 105.3, 100 KW @ 925, AC	CBS-R,$ 60.00	(Durpetti)	
WNOE, 101.1, 100 KW @ 440, COUNTRY	ABC-E,$ 50.00	(Mc-Guild)	
WQUE, 93.3, 100 KW @ 512, CHR/URBAN	,$ 79.00	(HNWH)	Clear Channel
WRNO, 99.5, 100 KW @ 1049, AOR	ABC-F,ABC-R,$ 53.00	(MMR)	
WYLD, 98.5, 100 KW @ 480, BLACK	,$ 54.00	(Banner)	Interurban

FORMAT CODES

CHR - Contemporary Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to near 1988)
B - Black (audience predominantly Black - over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - EZ Listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country

T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band, Nostalgia
M - Middle of Road (MOR), Full Service, Variety
J/NA - Jazz and New Age
R - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
? - Others or Unknown

NEW YORK

Arbitron Rank/Pop (12+): 1/14,053,600

MSA Rank/Pop: 1/15,300,000
ADI # 1
Average Person Ratings: 19.9
Market TSL: 26.0 hours

Stations: 45/44
Diaries: 5355/2624:1/47.7%
Sample Target: 4000
% Below Line: 0.3
% Not Listed: 4.8

1988 Revenue: $294,200,000
HH Inc.: $37,400
Retail $:110.0 Bil
Pop per Station: 319,400
#1 Biller: WINS $22,500,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WHTZ-F (CHR)	1472/ 5.3	5.6	6.2	6.0	6.2	5.8	1482/26070	25565/18.2	17.5	17.8	83	5.8	1514	22547	WHTZ-F
2. WPAT-F (EZ)	1408/ 5.0	3.6	4.3	4.4	4.7	4.3	1537/16023	14933/10.6	9.4	10.0	74	3.2	829	10839	WPAT-F
3. WCBS-F (O)	1320/ 4.7	4.3	4.1	4.2	4.3	4.3	1380/19853	18971/13.5	12.4	11.7	151	3.9	1030	13218	WCBS-F
4. WOR (T)	1248/ 4.5	4.7	4.3	4.6	3.9	4.5	1381/16731	14590/10.4	11.0	10.4	31	3.4	897	10607	WOR
5. WLTW-F (AC)	1216/ 4.3	4.7	3.8	4.5	4.6	4.3	1250/17612	17049/12.1	11.2	11.2	153	3.5	916	10096	WLTW-F
6. WINS (N)	1207/ 4.3	4.4	4.3	4.0	4.9	4.3	1239/27659	26922/19.2	19.8	18.7	86	4.1	1064	17869	WINS
7. WRKS-F (B/U)	1167/ 4.2	4.2	4.2	4.6	4.0	4.3	1178/13923	13613/ 9.7	10.5	9.1	69	5.7	1492	15902	WRKS-F
8. WQHT-F (CHR/U)	1107/ 4.0	4.0	4.5	4.1	4.6	4.2	1170/16887	15719/11.2	10.4	11.6	55	4.7	1227	14788	WQHT-F
9. WBLS-F (B)	1058/ 3.8	3.6	4.0	4.0	4.6	3.8	1072/14071	13829/ 9.8	10.4	9.9	111	4.6	1205	15781	WBLS-F
10. WPLJ-F (CHR)	993/ 3.5	3.6	4.7	4.2	4.1	4.0	1066/22907	21411/15.2	11.6	15.5	100	3.9	1023	21031	WPLJ-F
11. WNEW-F (AOR)	987/ 3.5	3.2	4.4	3.6	3.5	3.7	1032/14712	13995/10.0	9.7	10.6	129	4.2	1092	14113	WNEW-F
12. WABC (T)	919/ 3.3	3.3	3.5	3.5	2.6	3.4	1125/15232	12994/ 9.2	9.6	8.7	76	3.2	839	8710	WABC
11. WXRK-F (AOR)	874/ 3.1	3.4	3.7	3.5	3.5	3.4	923/15823	14577/10.4	10.6	11.0	129	3.1	826	13331	WXRK-F
14. WNSR-F (AC)	857/ 3.1	3.1	2.7	2.9	2.8	3.0	887/14817	14197/10.1	9.9	9.3	132	2.4	619	9626	WNSR-F
15. WQCD-F (J)	804/ 2.9	1.8	1.0	1.2	1.3	1.7	814/11108	10859/ 7.7	5.0	5.0	148	3.1	826	9543	WQCD-F
16. WYNY-F (C)	797/ 2.8	2.9	2.2	2.5	3.0	2.6	844/11385	10378/ 7.4	7.9	7.5	118	2.2	590	6273	WYNY-F
17. WCBS (N)	770/ 2.7	3.6	3.5	3.1	3.4	3.2	905/19651	16457/11.7	13.8	13.3	8'	2.5	652	10597	WCBS
18. WNEW (BB)	655/ 2.3	1.9	1.2	1.6	1.6	1.8	683/9418	8580/ 6.1	5.9	4.6	52	1.2	316	5254	WNEW
19. WQXR-F (CL)	517/ 1.8	1.6	1.3	1.4	1.4	1.5	555/7893	7432/ 5.3	4.6	4.5	78	1.8	460	5737	WQXR-F
20. WFAN (T)	515/ 1.8	2.3	2.5	2.0	1.0	2.2	643/12815	10479/ 7.5	8.4	3.7	133	2.6	676	8665	WFAN
21. WNCN-F (CL)	508/ 1.8	1.3	1.4	1.3	1.6	1.4	522/9204	8775/ 6.2	5.2	5.1	94	1.5	385	5465	WNCN-F
22. WSKQ-F (?)	481/ 1.7	0.0	0.0	0.0	0.0	0.4	481/3850	3850/ 2.7	0.0	0.0	147	0.0	0	0	WSKQ-F
23. WADO (SP)	447/ 1.6	1.9	1.5	2.0	1.4	1.8	447/4271	4271/ 3.0	3.6	2.5	100	1.4	369	4226	WADO
24. WLIB (B/U)	395/ 1.4	1.3	1.2	1.9	0.7	1.5	408/4501	4345/ 3.1	2.7	1.9	121	1.1	295	3023	WLIB
25.															

12+ FM SHARE (METRO): 64.90% (17306 of 26667) (WIN 88: 65.71%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHTZ-F	1 WNEW-F	1 WCBS-F<	1 WCBS-F	1 WCBS-F	1 WPAT-F	1 WINS	1 WPAT-F<	1 WHTZ-F<	1 WRKS-F	1 WOR >>
2 WQHT-F	WHTZ-F	2 WHTZ-F	2 WLTW-F	2 WLTW-F>	2 WOR	2 WHTZ-F	2 WLTW-F	2 WPAT-F	2 WQHT-F	2 WINS >>
3 WRKS-F>	3 WXRK-F<	3 WLTW-F<	3 WNEW-F<	3 WNEW-F<	3 WINS	3 WOR <	3 WCBS-F	3 WLTW-F<	3 WBLS-F	3 WABC >>
4 WPLJ-F>	4 WQHT-F<	4 WNEW-F<	4 WQCD-F	4 WHTZ-F<	4 WCBS-F	4 WXRK-F	4 WNEW-F	4 WCBS-F	4 WHTZ-F	4 WBLS-F>>
5 WBLS-F>>	5 WRKS-F<	5 WBLS-F	5 WHTZ-F	5 WQCD-F	5 WLTW-F	5 WCBS	5 WHTZ-F	5 WABC <	5 WOR <	5 WCBS >>
6 WXRK-F<	6 WPLJ-F<	6 WXRK-F	WBLS-F	WBLS-F	6 WABC	6 WCBS-F	6 WABC	6 WRKS-F	6 WPAT-F	6 WRKS-F>>
7 WDRE-F>	7 WBLS-F	7 WRKS-F<	7 WXRK-F	7 WNSR-F<	7 WCBS	7 WPLJ-F	7 WOR	WQHT-F	7 WINS	7 WQCD-F
8 WNEW-F	8 WNSR-F	8 WPLJ-F<	WNSR-F	8 WXRK-F	8 WYNY-F	WPAT-F	WNSR-F	8 WNSR-F	8 WQCD-F<	8 WCBS-F
WCBS-F	9 WQCD-F	9 WNSR-F<	9 WPLJ-F	9 WPAT-F	WNEW	9 WRKS-F	9 WQCD-F	9 WOR <	9 WPLJ-F	9 WPAT-F
WBLI-F	10 WCBS-F	10 WQCD-F	10 WINS	WINS	10 WQXR-F	10 WNEW-F	10 WRKS-F	10 WNEW-F	10 WCBS-F	10 WFAN

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WQHT-F	1 WHTZ-F	1 WHTZ-F	1 WLTW-F	1 WLTW-F
2 WRKS-F	2 WRKS-F<	2 WPLJ-F<	2 WHTZ-F	2 WCBS-F
3 WHTZ-F	3 WPLJ-F<	3 WQCD-F<	3 WCBS-F<	3 WHTZ-F
4 WPLJ-F>	4 WQHT-F	4 WNSR-F<	4 WRKS-F	4 WBLS-F
5 WBLS-F	5 WBLS-F<	5 WLTW-F	5 WPLJ-F	5 WNSR-F
6 WNSR-F>	6 WNSR-F	WBLS-F<	WBLS-F	6 WPLJ-F
7 WNEW-F	7 WNEW-F<	7 WNEW-F<	7 WNSR-F	7 WPAT-F<
8 WCBS-F<	8 WQCD-F	8 WCBS-F>	8 WQHT-F	8 WINS
9 WLTW-F	9 WLTW-F<	9 WXRK-F	9 WQCD-F	9 WRKS-F
10 WXRK-F	10 WCBS-F	WRKS-F	10 WNEW-F	WQCD-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHTZ-F<	1 WNEW-F	1 WNEW-F<	1 WNEW-F<	1 WCBS-F
2 WNEW-F	2 WXRK-F>	2 WXRK-F>	2 WXRK-F	2 WXRK-F
3 WXRK-F	3 WHTZ-F	3 WQCD-F	3 WCBS-F	WNEW-F
4 WQHT-F	4 WBLS-F	4 WNSR-F	4 WHTZ-F	4 WQCD-F
5 WRKS-F<	5 WQHT-F	WBLS-F	5 WQCD-F	5 WLTW-F
6 WBLS-F>	6 WRKS-F	6 WHTZ-F<	WBLS-F	6 WFAN
7 WPLJ-F>	7 WQCD-F<	7 WPLJ-F<	7 WQHT-F<	7 WNSR-F
8 WNSR-F	8 WPLJ-F	8 WCBS-F	8 WNSR-F	WBLS-F<
9 WBAB-F	9 WNSR-F>	9 WQHT-F<	9 WPLJ-F	9 WHTZ-F
10 WQCD-F	10 WCBS-F	10 WRKS-F	10 WRKS-F	10 WPAT-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WALK-F	97.5	PATCHOGUE	1.0/2.8
WBAB-F	102.3	BABYLON	0.7/2.2
WBLI-F	106.1	PATCHOGUE	0.6/2.3
WCTO-F	94.3	SMITHTOWN	0.5/1.0
WDRE-F	92.7	GARDEN CITY	0.7/2.1
WEVD	1050	NEW YORK	0.3/1.6
WFME-F	94.7	NEWARK	0.7/1.4
WGSM	740	HUNTINGTON	0.3/0.5
WHLI	1100	HEMPSTEAD	0.6/1.0
WHUD-F	100.7	PEEKSKILL	0.6/1.2
WJIT	1480	NEW YORK	0.5/1.2
WKDM	1380	NEW YORK	1.2/2.1
WKJY-F	98.3	HEMPSTEAD	0.7/1.7
WMCA	570	NEW YORK	0.7/3.2
WMGQ-F	98.3	NEW BRUNSWICK	0.3/0.7
WNJR	1430	NEWARK	0.3/1.2
WPAT	930	PATERSON	1.2/3.8
WSKQ	620	NEWARK	0.7/1.8
WWDJ	970	HACKENSACK	0.3/1.0
WWRL	1600	NEW YORK	0.8/1.9
WEZN-F	99.9	BRIDGEPORT	0.3/1.1

RADIO STATIONS

AM STATIONS

WABC,	770,	50 KW	, TALK	ABC-1,	$235.00 (Banner)	Cap Cities/ABC
WADO,	1280,	5 KW (DA-1)	, HISPANIC	,	$140.00 (---)	
WCBS,	880,	50 KW	, NEWS	CBS,	$370.00 (CBS)	CBS
WINS,	1010,	50 KW (DA-1)	, NEWS	,	$410.00 (Group W)	Westinghouse
WJIT,	1480,	5 KW (DA-2)	, HISPANIC	,	$ 90.00 (Caballero)	Infinity
WKDM,	1380,	5 KW (DA-1)	, HISPANIC	,	$ 95.00 (Katz Hisp)	United
WLIB,	1190,	10 KW (DAYS, DA)	, BLACK NEWS/TALK	SBN,	$ 87.00 (Mc-Guild)	Inner City
WMCA,	570,	5 KW (DA-1)	, TALK	APR,MBS,	$105.00 (---)	Federal
WFAN,	660,	50 KW	, SPORTS TALK	NBC,	$200.00 (HNWH)	Emmis
WNEW,	1130,	50 KW (DA-N)	, NOSTALGIA	,	$185.00 (Katz)	Westwood One/Legacy
WOR ,	710,	50 KW (DA-1)	, TALK	US 2,ABC,E,	$315.00 (Republic)	RKO To Buckley
WPAT,	930,	5 KW (DA-2)	, BTFL/EZ	,	$ NA (Katz)	Park
WQXR,	1560,	50 KW (DA-2)	, CLASSICAL	,	$ NA (Mc-Guild)	NY Times
WSKQ,	620,	5 KW (DA-2)	, HISPANIC	,	$120.00 (SBS)	Spanish Broadcasting
WWDJ,	970,	5 KW (DA-2)	, RELIGION	NBN,	$ 45.00 (---)	
WWRL,	1600,	5 KW (DA-2)	, GOSPEL	,	$ 80.00 (Roslin)	Unity

FM STATIONS

WBLS,	107.5,	5.4 KW @ 1241,	BLACK	ABC-F,	$320.00 (Mc-Guild)	Inner City	
WCBS,	101.1,	4.6 KW @ 1300,	OLDIES	CBS-R,	$345.00 (CBS)	CBS	
WSKQ,	97.9,	7.6 KW @ 1220,	HISPANIC	,	$ 80.00 (SBS)	Spanish Broadcasting	
WFME,	94.7,	38 KW @ 570,	RELIGION	,	$ NA (---)	Family	(NEWARK)
WHTZ,	100.3,	7.8 KW @ 1220,	CHR	,	$420.00 (Christal)	Malrite	
WHUD,	100.7,	50 KW @ 500,	BTFL/EZ	,	$105.00 (Katz)		(PEEKSKILL)
WLTW,	106.7,	7.6 KW @ 1220,	SOFT AC	,	$365.00 (MMR)	Viacom	
WNCN,	104.3,	7.6 KW @ 1220,	CLASSICAL	ARP,	$165.00 (CMBS)	GAF	
WNEW,	102.7,	7.8 KW @ 1220,	AOR	SOURCE,	$305.00 (Katz)	Metropolital to Legacy	
WNSR,	105.1,	7.8 KW @ 1220,	SOFT AC	,	$245.00 (Mc-Guild)	Bonneville	
WPAT,	93.1,	5.3 KW @ 1420,	BTFL/EZ	,	$250.00 (Katz)	Park	
WQCD,	101.9,	5.3 KW @ 1420,	JAZZ	,	$180.00 (Christal)	Tribune	
WYNY,	103.5,	5.8 KW @ 1390,	COUNTRY	,	$255.00 (Eastman)	Westwood One	
WQXR,	96.3,	7.8 KW @ 1220,	CLASSICAL	,	$165.00 (Mc-Guild)	NY Times	
WRKS,	98.7,	7.8 KW @ 1250,	BLACK/URBAN	US-1,	$305.00 (Republic)	RKO To Summit	
WWPR,	95.5,	7.2 KW @ 1335,	CHR	ABC-R,	$380.00 (Banner)	Cap Cities/ABC	
WXRK,	92.3,	5.4 KW @ 1200,	CLASSIC/AOR	,	$300.00 (Torbet)	Infinity	
WQHT,	97.1,	7.2 KW @ 1300,	CHR/URBAN	,	$230.00 (HNWH)	Emmis	

NORFOLK

Arbitron Rank/Pop (12+): 32/1,115,200
MSA Rank/Pop: 33/1,3362,100
ADI # 42
Average Person Ratings: 17.9
Market TSL: 23.5 hours

Stations: 25/24
Diaries: 1422/784:1/57.7%
Sample Target: 1230
% Below Line: 0.5
% Not Listed: 10.1

1988 Revenue: $32,200,000
HH Inc.: $34,450
Retail $: 9.4 Bil
Pop per Station: 46,466
#1 Biller: WNOR-AF $4,800,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WNOR-AF (AOR)	210/10.6	9.0	11.1	11.0	9.3	10.4	219/2493	2325/20.8	18.0	15.7	105	14.8	314	2960	WNOR-AF
2. WCMS-AF (C)	174/ 8.7	8.4	7.7	8.1	9.7	8.2	204/2262	1870/16.8	15.8	16.7	85	9.2	187	1540	WCMS-AF
3. WOWI-F (B)	173/ 8.7	8.0	8.5	6.3	6.6	7.9	177/2082	1867/16.7	18.2	15.3	84	9.6	206	2404	WOWI-F
4. WFOG-F (EZ)	172/ 8.6	8.3	9.9	9.1	10.2	9.0	199/2013	1733/15.5	16.1	15.1	73	8.8	188	1643	WFOG-F
5. WNVZ-F (CHR)	147/ 7.4	6.9	6.7	6.8	10.0	6.9	158/2778	2493/22.4	20.1	24.2	76	8.1	174	2542	WNVZ-F
6. WGH -F (CHR)	113/ 5.7	5.0	6.0	6.6	5.9	5.8	126/2202	1944/74.5	61.1	45.1	60	5.1	109	1891	WGH -F
7. WJQI-AF (AC)	108/ 5.5	5.7	3.4	4.2	3.6	4.7	115/1442	1326/11.9	12.4	9.1	156	0.2	0	7	WJQI-AF
8. WLTY-F (AC)	105/ 5.3	6.8	4.8	6.1	4.3	5.8	113/1559	1387/12.4	16.0	10.8	158	5.3	114	992	WLTY-F
9. WMYK-F (AOR)	93/ 4.7	5.9	5.8	5.0	6.2	5.3	105/1894	1620/14.5	14.8	14.5	98	5.8	124	1668	WMYK-F
10. WWDE-F (AC)	90/ 4.5	6.0	5.4	5.0	5.1	5.2	95/1546	1429/12.8	15.6	12.3	158	3.5	76	979	WWDE-F
11. WAFX-F (AOR)	89/ 4.5	2.5	2.8	2.0	2.3	3.0	138/1534	1094/ 9.8	5.4	5.9	89	0.0	0	0	WAFX-F
12. WPCE (R/G)	59/ 3.0	3.1	2.8	3.7	3.9	3.2	60/722	701/ 6.3	6.6	7.4	73	1.5	33	464	WPCE
13. WTAR (MOR)	54/ 2.7	3.2	4.5	3.5	3.5	3.5	64/1226	1110/10.0	8.7	10.5	115	1.8	39	805	WTAR
14. WNIS (N/T)	43/ 2.2	2.5	3.0	2.1	1.8	2.5	43/699	677/ 6.1	6.5	5.5	105	2.7	57	733	WNIS
15.															

12+ FM SHARE (METRO): 87.37% (1564 of 1790) (WIN 88: 83.89%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNVZ-F	1 WNOR-AF>	1 WNOR-AF>	1 WNOR-AF>	1 WNOR-AF	1 WFOG-F	1 WNOR-AF	1 WNOR-AF<	1 WNOR-AF	1 WOWI-F>	1 WOWI-F>>
2 WGH -F>	2 WOWI-F>	2 WOWI-F	2 WLTY-F	2 WJQI-AF<	2 WCMS-AF>>	2 WNVZ-F<	2 WFOG-F	2 WCMS-AF	2 WNOR-AF	2 WMYK-F>>
3 WOWI-F>	3 WNVZ-F>	3 WNVZ-F	3 WJQI-AF	3 WLTY-F	3 WJQI-AF	3 WCMS-AF	3 WCMS-AF>	3 WFOG-F<	3 WNVZ-F	3 WNOR-F>>
4 WMYK-F	4 WGH -F<	4 WLTY-F<	4 WWDE-F	4 WCMS-AF<	4 WLTY-F	4 WFOG-F	4 WLTY-F	4 WOWI-F<	4 WMYK-F<	4 WTAR
5	5 WMYK-F	5 WJQI-AF<	5 WOWI-F	5 WOWI-F<	5 WWDE-F<	5 WOWI-F	5 WJQI-AF<	5 WNVZ-F	5 WGH -F	WNIS <
6	6 WAFX-F	6 WCMS-AF	6 WCMS-AF	6 WWDE-F	6 WTAR <	6 WWDE-F<	6 WOWI-F	6 WLTY-F	6 WCMS-AF	6 WCMS-F
7	7	7 WAFX-F	7 WNVZ-F	7	7 WPCE	7 WJQI-AF	7 WNVZ-F	7	7 WJQI-AF	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WNVZ-F	1 WNVZ-F	1 WWDE-F<	1 WNVZ-F	1 WJQI-AF
2 WOWI-F>	2 WOWI-F>	2 WJQI-AF<	2 WOWI-F	? WWDE-F
3 WGH -F	3 WNOR-AF	3 WNVZ-F	3 WJQI-AF<	3 WLTY-F
4 WMYK-F	4 WMYK-F<	WLTY-F	4 WWDE-F	4 WCMS-AF
5 WAFX-F	5 WLTY-F	5 WOWI-F	5 WLTY-F	5 WNVZ-F
6 WNOR-AF	6 WWDE-F<	6 WNOR-AF	6 WCMS-AF	6 WOWI-F
7 WCMS-AF	7 WJQI-AF	7 WMYK-F	7	WFOG-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNOR-AF>	1 WNOR-AF>>	1 WNOR-AF>>	1 WNOR-AF>>	1 WNOR-AF>>
2 WOWI-F>	2 WOWI-F>	2 WOWI-F>	2 WOWI-F>	2 WOWI-F
3 WAFX-F	3 WGH -F	3 WMYK-F	3 WAFX-F	3 WLTY-F
4 WGH -F>	4 WAFX-F	4 WGH -F	4 WGH -F	4 WCMS-AF
5 WNVZ-F	5 WMYK-F	5 WOFM-F	5 WCMS-AF<	5 WFOG-F
6 WOFM-F	6 WNVZ-F<	6 WLTY-F	6 WLTY-F<	6 WJQI-AF
WMYK-F	7 WOFM-F	7 WJQI-AF	7 WNVZ-F WMYK-F	7

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGH	1310	Newport News	0.3/1.7
WKEZ-F	94.1	Yorktown	1.4/4.1
WOFM-F	92.1	Moyock	1.5/3.7
WRAP	1350	Portsmouth	1.8/7.7
WTJZ	1270	Newport News	0.6/1.8
WXRI-F	105.3	Norfolk/Va. Bch	1.7/5.0
WZAM	1110	Norfolk	0.5/1.4
WQSF-F	96.5	Williamsburg	0.5/0.8

RADIO STATIONS

AM STATIONS

WGH ,	1310,	5 KW (DA-N)	, CHR	ABC-F,$ NA	(Durpetti)	Susquehanna
WNIS,	850,	5 KW/1 KW (DA-2)	, NEWS TALK	NBC,ABC-T,$ 40.00	(Roslin)	Sinclair
WPCE,	1400,	1 KW	, GOSPEL	SBN,$ 27.00	(Mc-Guild)	Willis
WRAP,	1350,	5 KW (DA-2)	, BLACK	NBN,$ 35.00	(Roslin)	
WTAR,	790,	5 KW (DA-1)	, OLDIES/MOR	CBS,$ 43.00	(Katz)	Landmark

FM STATIONS

WCMS,	100.5,	50 KW @ 500,	COUNTRY	ABC-E,$ 93.00	(Eastman)		
WFOG,	92.9,	50 KW @ 480,	BTFL/EZ	,$ 70.00	(MMR)	JAG	
WGH ,	97.3,	74 KW @ 415,	CHR	ABC-E,$ 50.00	(Durpetti)	Susquehanna	
WJQI,	94.9,	50 KW @ 536,	SOFT AC	,$ 45.00	(Torbet)	Coleman	
WKEZ,	94.1,	50 KW @ 500,	COUNTRY	US 2,$ 39.00	(Roslin)	Eure	
WLTY,	95.7,	40 KW @ 881,	AC	,$ 69.00	(Katz)	Landmark	
WMYK,	93.7,	100 KW @ 940,	URBAN	,$ 47.00	(Durpetti)		(ELIZABETH CITY)
WNOR,	98.7,	50 KW @ 500,	AOR	SOURCE,$104.00	(Mc-Guild)	Saga	
WNVZ,	104.5,	50 KW @ 480,	CHR	,$ 70.00	(Republic)	Capitol-Goodmon	
WOWI,	102.9,	50 KW @ 500,	BLACK	SBN,$ 54.00	(Mc-Guild)	Willis	
WAFX,	106.9,	100 KW @ 964,	CLASSIC AOR	,$ 39.00	(CBS)	Downs	
WWDE,	101.3,	50 KW @ 500,	AC	CBS-R,$ 75.00	(Christal)	Edens	
WXRI,	105.3,	50 KW @ 500,	RELIGION	,$ 37.00	(Rosiln)	CBN	
WOFM,	92.1,	2 KW @ 420,	AOR	,$ NA	(K & P)		(MOYOCK)

OKLAHOMA CITY

Arbitron Rank/Pop (12+): 46/818,800

MSA Rank/Pop: 46/983,500
ADI # 39
Average Person Ratings: 15.4
Market TSL: 20.5 hours

Stations: 18/18
Diaries: 1090/751:1/53.0%
Sample Target: 1080
% Below Line: 0.0
% Not Listed: 6.4

1988 Revenue: $22,400,000
HH Inc.: $31,351
Retail $: 8.0 Bil
Pop per Station: 45,488
#1 Biller: KXXY-AF $4,400,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KXXY-AF (C)	178/14.1	13.9	12.6	14.3	13.9	13.7	228/2735	1950/23.8	26.4	22.8	108	12.2	158	1464	KXXY-AF
2. KJYO-F (CHR)	149/11.8	12.3	11.3	12.7	12.7	12.0	210/2922	2263/27.6	27.4	24.7	66	13.4	187	2340	KJYO-F
3. KKNG-F (EZ)	119/ 9.4	10.0	7.8	4.9	9.0	8.0	133/1772	1480/18.1	15.7	15.8	93	4.9	69	1000	KKNG-F
4. KZBS-F (CHR)	103/ 8.1	5.0	4.6	4.9	4.3	5.7	127/2069	1726/21.1	16.6	13.4	75	5.5	77	1127	KZBS-F
5. KATT-F (AOR)	99/ 7.8	10.0	8.4	10.0	8.1	9.1	151/2021	1309/16.0	18.6	17.9	103	14.6	204	2033	KATT-F
6. KTOK (N/T)	93/ 7.4	7.3	6.4	6.5	6.2	6.9	96/1680	1531/18.7	17.6	14.1	68	5.2	72	989	KTOK
7. KRXO-F (AOR)	80/ 6.3	5.0	6.9	5.8	6.4	6.0	92/1518	1168/14.3	11.8	15.5	141	6.2	86	1622	KRXO-F
8. KOMA (O)	65/ 5.1	4.7	2.5	4.0	4.8	4.1	83/1398	974/11.9	10.0	9.1	125	8.1	113	1190	KOMA
9. KMGL-F (AC)	64/ 5.1	4.4	6.7	5.8	4.4	5.5	78/1355	1058/12.9	11.5	11.4	145	3.4	47	703	KMGL-F
10. KLTE-F (AC)	60/ 4.7	4.7	6.0	3.2	4.5	4.7	68/1329	1029/12.6	11.2	11.9	157	4.7	65	772	KLTE-F
11. KEBC-F (C)	46/ 3.6	3.7	6.2	6.2	4.9	4.9	87/1480	888/10.8	12.4	13.9	94	2.9	41	667	KEBC-F
12. WKY (C)	35/ 2.8	5.1	3.8	3.5	3.6	3.8	79/1179	752/ 9.2	15.1	11.3	75	2.9	40	759	WKY
13. KPRW (B)	34/ 2.7	2.9	6.3	7.2	3.2	4.8	45/252	219/ 2.7	3.4	3.8	67	6.4	89	644	KPRW
14.															
15.															

12+ FM SHARE (METRO): 77.01% (911 of 1183) (WIN 88: 77.76%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KJYO-F	1 KJYO-F	1 KXXY-AF	1 KXXY-AF>	1 KXXY-AF>	1 KXXY-AF	1 KXXY-AF>	1 KXXY-AF	1 KXXY-AF	1 KJYO-F>	1 KXXY-F
2 KZBS-F>>	2 KATT-F	2 KJYO-F	2 KRXO-F	2 KRXO-F<	2 KKNG-F	2 KJYO-F	2 KKNG-F	2 KJYO-F>	2 KZBS-F	2 KTOK
3 KATT-F	3 KRXO-F	3 KATT-F	3 KATT-F<	3 KKNG-F	3 KTOK >	3 KTOK <	3 KJYO-F	3 KZBS-F	3 KPRW	3 KKNG-F
4	4 KXXY-AF	4 KRXO-F	4 KJYO-F	4 KATT-F<	4 KOMA	4 KKNG-F	4 KRXO-F	4 KKNG-F	4 KXXY-AF	4 KATT-F>>
5	KZBS-F	5 KZBS-F	5 KMGL-F	5 KJYO-F	5 KEBC-F	5 KATT-F	5 KZBS-F	5 KRXO-F<	5 KTOK <	5
6	6	6	KLTE-F	6 KMGL-F	6	6	6 KATT-F	6 KATT-F	6 KATT-F	6
				KLTE-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KJYO-F	1 KJYO-F	1 KJYO-F	1 KXXY-AF	1 KXXY-AF>
2 KZBS-F	2 KZBS-F>	2 KRXO-F	2 KJYO-F	2 KJYO-F<
3 KPRW	3 KXXY-AF	3 KMGL-F	3 KZBS-F	3 KKNG-F<
4 KXXY-AF	4 KRXO-F	4 KZBS-F	4 KMGL-F>	4 KMGL-F
5 KATT-F>>	5 KMGL-F	5 KLTE-F	5 KLTE-F<	5 KZBS-F
6	6 KATT-F	6 KXXY-AF	6 KRXO-F	KLTE-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KJYO-F>	1 KATT-F	1 KATT-F>	1 KATT-F	1 KXXY-AF<
2 KATT-F>	2 KJYO-F	2 KRXO-F>	2 KXXY-AF<	2 KATT-F
3 KXXY-AF	3 KRXO-F	3 KXXY-AF	3 KRXO-F	3 KRXO-F>
KRXO-F>	4 KXXY-AF>	4 KJYO-F	4 KJYO-F>	4 KLTE-F
5 KZBS-F>>	5 KZBS-F	5 KLTE-F	5 KLTE-F	KKNG-F
6	6	6 KZBS-F	6	6

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KJIL-F	104.9	Bethany	0.9/3.3
KQCV	800	Oklahoma City	1.2/2.5
KTNT-F	97.7	Edmond	0.6/3.2
WWLS	640	Moore/Norman	1.8/4.1

RADIO STATIONS

KOMA, 1520, 50 KW (DA-N)	, OLDIES	NBC,$ 37.00	(CBS)	Diamond
KPRW, 1140, 1 KW (DAYS)	, BLACK	SBN,$ 26.00	(Banner)	Surrey
KQCV, 800, 250 W (DAYS)	, RELIGION	,$ 17.00	(---)	Bott
KTOK, 1000, 5 KW (DA-2)	, NEWS/TALK	ABC-I,$ 59.00	(HNWH)	Clear Channel
WKY , 930, 5 KW (DA-N)	, COUNTRY	ABC-E,$ 38.00	(Christal)	Gaylord
KATT-F, 100.5, 100 KW @ 1200, AOR		SOURCE,$ 70.00	(Banner)	Surrey
KEBC-F, 94.7, 100 KW @ 550, COUNTRY		CBS,$ 39.00	(Durpetti)	Independence
KJIL-F, 104.9, 3 KW @ 300, RELIGION		UPI,$ 20.00	(Starcom)	Swaggert
KJYO-F, 102.7, 100 KW @ 1003, CHR		,$ 55.00	(HNWH)	Clear Channel
KKNG-F, 92.5, 98 KW @ 900, BTFL/EZ		,$ 51.00	(Christal)	New City to Wilks Schwartz
KLTE-F, 101.9, 100 KW @ 475, AC		,$ 43.00	(Torbet)	Entercom
KMGL-F, 104.1, 100 KW @ 1425, SOFT AC		US i,Trans,$ 40.00	(Eastman	Renda
KRXO-F, 107.7, 100 KW @ 1027, CLASSIC ROCK		,$ 47.00	(CBS)	Diamond
KXXY-F, 96.1, 100 KW @ 1167, COUNTRY		MBS,$ 90.00	(Mc-Guild)	New Market
KZBS-F, 98.9, 100 KW @ 1108, CHR		APR,$ 56.00	(Katz)	

OMAHA

Arbitron Rank/Pop (12+): 70/505,300

MSA Rank/Pop: 79/618, 800
ADI # 73
Average Person Ratings: 16.3
Market TSL: 21.0 hours

Stations: 18/15
Diaries: 873/579:1/61.8%
Sample Target: 870
% Below Line: 2.2
% Not Listed: 9.4

1988 Revenue: $18,200,000
HH Inc.: $36,712
Retail $: 4.5 Bil
Pop per Station: 33,686
#1 Biller: KFAB $4,800,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KQKQ-F (CHR)	140/17.0	13.1	11.6	10.4	12.1	13.0	196/2449	1788/35.4	30.4	30.9	76	0.0	0	0	KQKQ-F
2. KFAB (MOR)	131/15.9	17.2	14.8	16.1	17.0	16.0	236/3003	1573/31.1	39.0	31.6	57	0.0	0	0	KFAB
3. KEZO-AF (AOR)	106/12.9	12.4	14.7	17.7	15.6	16.4	128/1588	1162/23.0	23.9	24.5	105	0.0	0	0	KEZO-AF
4. KESY-AF (EZ)	63/ 7.6	6.6	6.1	7.4	8.7	6.9	85/1151	828/16.4	13.3	15.6	111	0.0	0	0	KESY-AF
5. WOW -F (C)	58/ 7.0	9.1	5.7	7.8	6.1	7.3	63/904	746/14.8	15.4	12.1	113	0.0	0	0	WOW -F
KGOR-F (CHR)	58/ 7.0	9.6	11.1	11.9	10.8	9.9	83/1572	1056/20.9	24.5	27.6	146	0.0	0	0	KGOR-F
7. WOW (C)	49/ 6.0	4.8	5.6	4.3	4.4	5.2	115/1472	623/12.3	12.2	11.4	57	0.0	0	0	WOW
8. KEFM-F (AC)	45/ 5.5	5.4	6.5	5.4	7.8	5.7	72/1368	845/16.7	14.4	18.6	140	0.0	0	0	KEFM-F
9. KOIL (O)	35/ 4.3	5.7	6.6	4.7	4.8	5.3	37/557	515/10.2	14.5	11.9	167	0.0	0	0	KOIL
10. KOMJ-F (AC)	17/ 2.1	1.4	3.3	3.5	0.0	2.6	23/490	301/ 6.0	5.6	0.0	138	0.0	0	0	KOMJ-F

12+ FM SHARE (METRO): 67.29% (502 of 746) (WIN 88: 67.24%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQKQ-F>>	1 KEZO-AF	1 KEZO-AF<	1 KEZO-AF	1 KEZO-AF	1 KFAB >>	1 KFAB >	1 KQKQ-F	1 KQKQ-F>	1 KQKQ-F	1 KFAB >>
2	2 KQKQ-F>>	2 KQKQ-F>	2 KQKQ-F	2 KQKQ-F	2 KESY-AF	2 KQKQ-F	2 KEZO-AF<	2 KEZO-AF>	2 KFAB >	2 KEZO-F
3	3 KEFM-F	3 KGOR-F	3 KGOR-F>	3 KGOR-F	3 WOW >	3 KEZO-AF>	3 KFAB	3 KFAB	3 KEZO-AF>>	3 WOW
4	4 KGOR-F	4 KEFM-F	4 KFAB	4 KFAB	4 WOW -F	4 WOW -F	4 KESY-AF	4 KESY-AF<	4 WOW -F	4 WOW -F>
5	5 WOW -F	5 WOW -F	KEFM-F	5 KESY-AF	5 KGOR-F	5 WOW	5 KGOR-F	5 KGOR-F	5 KGOR-F	5 KESY-F
			6 KESY-AF							
			WOW -F							
			KOIL >>							

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KQKQ-F>>	1 KQKQ-F>>	1 KQKQ-F>	1 KQKQ-F>>	1 KQKQ-F
2 KEZO-AF	2 KEZO-AF	2 KEZO-AF	2 KGOR-F	2 KGOR-F
KEFM-F>	3 KEFM-F>	3 KEFM-F	3 KEZO-AF<	3 KFAB <
4 KGOR-F	4 WOW -F	4 WOW -F	4 KEFM-F	4 KESY-AF
5 WOW -F	KGOR-F	5 KGOR-F	5 KESY-AF	5 WOW -F
			WOW -F	KEFM-F<
				KEZO-AF>>

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KEZO-AF>>	1 KEZO-AF>>	1 KEZO-AF>>	1 KEZO-AF>>	1 KEZO-AF>
2 KQKQ-F>>	2 KQKQ-F>>	2 KQKQ-F>	2 KQKQ-F>	2 KOIL <
3 KGOR-F>	3 KGOR-F	3 WOW -F	3 KOIL	3 KQKQ-F
4 KEFM-F>	4 WOW -F	KGOR-F	KGOR-F	4 KGOR-F
5 KFMQ-F	5 KFMQ-F	5 KFAB	5 KEFM-F	KFAB
WOW -F>>	KFAB			6 KESY-AF
	KEFM-F>			

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBWH-F	106.3	Blair	0.9/1.7
KCRO	660	Omaha	0.4/1.6
KKAR	1180	Bellevue	1.9/7.5
KEZG-F	107.3	Lincoln	0.4/1.2
KFMQ-F	101.9	Lincoln/Omaha	1.2/5.2
KMA	960	Shenandoah	0.6/2.6

RADIO STATIONS

KCRO, 660, 1 KW	, RELIGION	,$ 12.00	(---)	
KFAB, 1110, 50 KW (DA-N)	, MOR	NBC,$106.00	(Christal)	
KKAR, 1180, 5 KW/1 KW (DA-2)	, NEWS/TALK	MBS,CBS,$ 20.00	(Eastman)	
KOIL, 1290, 5 KW (DA-N)	, OLDIES	US 2,$ 27.00	(Banner)	
WOW , 590, 5 KW	, COUNTRY	ABC-I,$ 40.00	(Torbet)	Great Empire
KEFM-F, 96.1, 100 KW @ 1442	, SOFT AC	,$ 42.00	(Mc-Guild)	
KESY-F, 104.5, 100 KW @ 1085	, BTFL/EZ	,$ 40.00	(Mc-Guild	Sungroup
KEZO-F, 92.3, 100 KW @ 1210	, AOR	,$ 62.00	(Katz)	Narragansett
KGOR-F, 99.9, 115 KW @ 1227	, CHR	SOURCE,$ 55.00	(Christal)	Henry
KQKQ-F, 98.5, 100 KW @ 1099	, CHR	ABC-F,$ 57.00	(Eastman)	
WOW-F , 94.1, 100 KW @ 510	, COUNTRY	ABC-E,$ 45.00	(Torbet)	Great Empire
KOMJ-F, 103.7, 100 KW @ 440	, AC	,$ NA	(Banner)	(ATLANTIC, IA)

ORLANDO

Arbitron Rank/Pop (12+): 44/826,000
MSA Rank/Pop: 53/959,000
ADI # 27
Average Person Ratings: 18.3
Market TSL: 24.0 hours

Stations: 25/22
Diaries: 1005/822:1/53.7%
Sample Target: 1010
% Below Line: 3.4
% Not Listed: 8.8

1988 Revenue: $40,600,000
HH Inc.: $31,813
Retail $: 8.0 Bil
Pop per Station: 37,545
#1 Biller: WWKA-F $6,600,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WSTF-F (AC)	138/ 9.1	7.0	8.0	9.7	8.7	8.4	237/3134	1627/19.7	19.5	17.4	157	8.6	122	1594	WSTF-F
2. WWKA-F (C)	130/ 8.6	11.9	10.6	10.0	13.4	10.3	314/3304	1467/17.8	21.3	18.0	120	8.5	121	1387	WWKA-F
3. WSSP-F (EZ)	125/ 8.3	8.6	7.8	7.1	9.1	8.0	287/2818	1423/17.2	16.4	15.6	64	5.4	76	1029	WSSP-F
4. WBJW-AF (CHR)	119/ 7.8	7.7	6.8	6.7	8.9	7.3	255/3983	2105/25.5	23.4	25.0	94	9.2	130	2131	WBJW-AF
5. WOCL-F (O)	117/ 7.7	7.6	7.7	7.9	4.0	7.7	214/2632	1289/15.6	15.6	13.1	116	7.1	101	1313	WOCL-F
6. WDIZ-F (AOR)	101/ 6.7	5.5	7.6	7.4	7.0	6.8	181/2443	1254/15.2	13.8	13.8	101	8.2	116	1392	WDIZ-F
7. WJHM-F (B)	91/ 6.0	5.3	12.0	7.0	3.0	7.6	139/1853	1017/12.3	11.2	7.3	85	13.0	184	1476	WJHM-F
8. WDBO (MOR)	88/ 5.8	5.6	5.8	8.0	6.1	6.3	1041/500	1064/12.9	13.9	13.3	83	4.9	70	803	WDBO
9. WJYO-F (AC)	83/ 5.5	4.8	5.4	4.3	4.9	5.0	170/2162	1118/13.5	13.0	12.0	120	3.7	52	801	WJYO-F
10. WHTQ-F (AOR)	74/ 4.9	[illegible]	5.7	4.0	4.0	5.2	148/2752	1189/14.4	14.5	11.0	118	7.2	102	965	WHTQ-F
11. WWNZ (N/T)	71/ 4.7	4.3	2.7	3.3	4.3	3.8	79/967	817/ 9.9	9.0	8.6	66	3.7	52	742	WWNZ
12. WHLY-F (CHR)	57/ 3.8	5.6	3.9	4.7	5.9	4.5	129/2452	1173/14.2	16.9	17.6	53	5.1	72	1548	WHLY-F
13. WLOQ-F (J)	52/ 3.4	2.2	3.3	1.6	3.2	2.6	53/817	701/ 8.5	7.0	8.8	150	3.9	56	701	WLOQ-F
14.															
15.															

12+ FM SHARE (METRO): 83.04% (1146 of 1380) (WIN 88: 82.48%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJHM-F	1 WDIZ-F<	1 WSTF-F>	1 WSTF-F>	1 WSTF-F>	1 WSSP-F	1 WBJW-AF	1 WSTF-F>	1 WSTF-F	1 WDBO <	1 WWNZ
2 WBJW-AF<	2 WSTF-F	2 WDIZ-F	2 WOCL-F	2 WWKA-F	2 WWKA-F	WSTF-F	2 WSSP-F	2 WWKA-F<	2 WDIZ-F	WDBO >>
3 WHLY-F>>	3 WHTQ-F	3 WBJW-AF	3 WWKA-F	3 WOCL-F	3 WDBO	3 WWKA-F	3 WWKA-F	3 WSSP-F	3 WJHM-F	3 WSSP-F<
4	4 WBJW-AF	4 WWKA-F<	4 WBJW-AF<	4 WBJW-AF	4 WOCL-F	4 WDBO <	WOCL-F	4 WBJW-AF<	4 WOCL-F	4 WOCL-F<
5	5 WJHM-F	5 WOCL-F	5 WDIZ-F	5 WDIZ-F<	5 WWNZ	5 WOCL-F	5 WJYO-F<	5 WOCL-F<	5 WHLY-F<	5 WWKA-F
6	6 WOCL-F	6 WHTQ-F	6 WHTQ-F	6 WJYO-F	6 WSTF-F<	6 WSSP-F	6 WBJW-AF	6 WDIZ-F	6 WBJW-AF	WDIZ-F
7	7	7	7 WJYO-F	7	7 WJYO-F	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WSTF-F>	1 WSTF-F>	1 WSTF-F>	1 WSTF-F>	1 WSTF-F>	1 WDIZ-F>>	1 WDIZ-F>	1 WDIZ-F	1 WDIZ-F>	1 WDIZ-F
2 WBJW-AF>	2 WBJW-AF	2 WOCL-F>	2 WWKA-F	2 WWKA-F>	2 WHTQ-F	2 WHTQ-F>	2 WHTQ-F	2 WHTQ-F	2 WSTF-F
3 WHTQ-F	3 WOCL-F	3 WJHM-F	3 WBJW-AF	3 WOCL-F	3 WBJW-AF	3 WBJW-AF	3 WSTF-F>	3 WSTF-F	3 WOCL-F
WDIZ-F	4 WJHM-F	4 WBJW-AF	4 WOCL-F	4 WJYO-F	4 WHLY-F	4 WSTF-F	4 WBJW-AF	4 WBJW-AF	4 WHTQ-F<
5 WJHM-F	5 WHTQ-F	5 WJYO-F	5 WJHM-F	5 WBJW-AF	5 WJHM-F>	5 WJHM-F	5 WOCL-F	5 WOCL-F	5 WWKA-F
6 WAJL	6 WDIZ-F	WHTQ-F	6 WJYO-F	6 WSSP-F	6 WWKA-F	6 WHLY-F	6 WJHM-F	6 WWKA-F	6 WBJW-AF
7	7	7	7	7 WJHM-F	7	7 WWKA-F	7	7	7

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAJL	1190	Pinecastle/Skyl	0.7/1.0
WBZS	1270	Orlando	0.5/1.0
WHOO	990	Orlando	0.2/1.2
WONQ	1140	Orlando	0.5/1.0
WPRD	1440	Winter Park	1.9/3.5
WTLN	1520	Apopka	0.0/0.3
WTLN-F	95.3	Apopka	0.7/2.0
WXXO	1600	Winter Garden	1.1/2.2
WGNE-F	98.1	Titusville	0.3/1.2
WPCV-F	97.5	Winter Haven/Lk	1.3/3.7
WWLV-F	94.5	Daytona Bch/Orl	1.7/5.4

RADIO STATIONS

WDBO, 580, 5 KW (DA-N)	, MOR	ABC-I,$ 64.00	(Katz)	New City	
WHOO, 990, 50 KW/5 KW (DA-2)	, COUNTRY	,$ 24.00	(Eastman)	TK	
WONQ, 1140, 4 KW (DAYS)	, HISPANIC	,$ 15.00	(Lotus)		
WBZS, 1270, 5 KW (DA-N)	, BUSINESS NEWS	CBS-R,$ 33.00	(HNWH)		
WPRD, 1440, 5 KW/1 KW (DA-N)	, NOSTALGIA	Trans,$ 12.00	(Mc-Guild)		
WWNZ, 740, 5 KW/1 KW (DA-N)	, NEWS/TALK	MBS,NBC,$ 50.00	(Christal)	Guy Gannett	
WBJW-F, 105.1, 100 KW @ 1310, CHR		,$114.00	(Banner)	Nationwide	
WCAT-F, 106.7, 100 KW @ 875, CHR		,$ 78.00	(Durpetti)	Southern Starr	
WDIZ-F, 100.3, 100 KW @ 890, AOR		ABC-R,$ 85.00	(MMR)	Shamrock-Lynett	
WHTQ-F, 96.5, 100 KW @ 1609, AOR		,$ 58.00	(Eastman)	TK	
WJYO-F, 107.7, 100 KW @ 1613, SOFT AC		,$ 80.00	(MMR)	Metroplex	
WLOQ-F, 103.1, 3 KW @ 300, JAZZ		,$ 44.00	(Banner)		
WWKA-F, 92.3, 100 KW @ 1341, COUNTRY		,$120.00	(Katz)	New City	
WOCL-F, 105.9, 100 KW @ 1650, OLDIES		APR,$ 52.00	(Christal)	American	(DE LAND)
WJHM-F 101.9, 28 KW @ 1650, URBAN		,$ 40.00	(HNWH)	Beasley	(DAYTONA BEACH)
WSSP-F 104.1, 100 KW @ 1609, BTFL/EZ		,$ 77.00	(Christal)	Guy Gannett	(COCOA BEACH)
WSTF-F 101.1, 100 KW @ 1598, AC		,$ 90.00	(Republic)	Capitol-Goodmon	(COCOA BEACH)

PHILADELPHIA

Arbitron Rank/Pop (12+): 5/4,084,900

MSA Rank/Pop: 4/4,873,100
ADI # 4
Average Person Ratings: 18.8
Market TSL: 24.75 hours

Stations: 31/25
Diaries: 2622/1558:1/54.0%
Sample Target: 2440
% Below Line: 3.0
% Not Listed: 9.7

1988 Revenue: $122,000,000
HH Inc.: $35,793
Retail $: 36.0 Bil
Pop per Station: 163,396
#1 Biller: WMMR-F $14,900,000

12+ METRO		1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WMMR-F	(AOR)	626/ 8.1	7.7	8.0	7.8	7.7	7.9	796/10851	7675/18.8	20.7	18.3	115	10.2	732	9422	WMMR-F
2. WEGX-F	(CHR)	608/ 7.9	7.9	6.7	7.0	6.5	7.4	679/10873	9007/22.0	20.5	16.6	77	10.3	742	9495	WEGX-F
3. KYW	(N)	557/ 7.2	6.5	6.8	6.9	7.3	6.8	604/13165	11684/28.6	27.1	27.8	83	5.5	393	8588	KYW
4. WUSL-F	(B/U)	546/ 7.1	7.5	7.1	8.2	7.1	7.5	600/7186	6077/14.9	14.9	14.7	83	10.4	746	8189	WUSL-F
5. WEAZ-F	(EZ)	455/ 5.9	5.7	5.9	6.1	7.6	5.9	551/7909	6221/15.2	15.8	16.3	98	3.6	257	4030	WEAZ-F
6. WPEN	(BB)	410/ 5.3	5.1	6.6	6.3	5.9	5.8	452/4345	3837/ 9.4	9.6	11.3	28	5.6	406	3726	WPEN
7. WKSZ-F	(AC)	378/ 4.9	4.8	4.5	5.5	5.4	4.9	463/7190	5915/14.5	12.9	13.9	118	3.3	234	3033	WKSZ-F
8. WYSP-F	(AOR)	347/ 4.5	4.9	5.8	4.8	4.7	5.0	512/9299	6465/15.8	16.6	14.4	122	5.8	420	6358	WYSP-F
9. WMGK-F	(AC)	334/ 4.3	4.7	4.1	4.1	4.5	4.3	389/6304	5321/13.0	12.4	13.0	151	3.9	278	3722	WMGK-F
10. WXTU-F	(C)	309/ 4.0	4.1	4.5	4.3	4.6	4.2	428/6134	4347/10.6	9.7	9.1	110	4.4	314	3159	WXTU-F
11. WWDB-F	(T)	276/ 3.6	4.6	4.6	4.4	5.3	4.3	387/4917	3942/ 9.7	10.0	10.7	61	4.3	307	2955	WWDB-F
12. WCAU	(N/T)	270/ 3.5	3.2	3.4	4.1	2.6	3.5	335/5969	4866/11.9	12.2	11.3	80	2.5	182	4008	WCAU
13. WOGL-F	(O)	259/ 3.4	2.4	2.3	3.0	3.0	2.8	353/6044	4415/10.8	9.5	10.0	147	2.3	168	3638	WOGL-F
14. WDAS-F	(B)	254/ 3.3	3.0	3.6	3.5	3.6	3.3	300/4275	3967/ 9.7	9.0	9.8	115	5.5	399	5080	WDAS-F
15. WSNI-F	(AC)	237/ 3.1	4.0	4.6	3.4	2.8	3.8	294/4982	3924/ 9.6	12.4	10.3	155	2.4	172	2751	WSNI-F
16. WIOQ-F	(CHR)	235/ 3.1	2.5	2.3	2.5	2.5	2.6	277/5382	4493/11.0	8.4	8.9	81	3.0	214	3390	WIOQ-F
17. WFLN-F	(CL)	215/ 2.8	2.4	2.2	1.7	2.1	2.3	263/4606	3391/ 8.3	6.1	6.5	82	2.4	172	2826	WFLN-F
18. WIP	(T)	138/ 1.8	3.1	1.6	1.0	1.1	1.9	155/3423	2978/ 7.3	11.5	5.7	111	2.4	170	2396	WIP
19.																
20.																

12+ FM SHARE (METRO): 76.46% (5313 of 6949) (WIN 88: 76.09%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WEGX-F	1 WMMR-F	1 WMMR-F	1 WMMR-F>	1 WMMR-F>	1 KYW	1 KYW >	1 WMMR-F	1 WEGX-F	1 WUSL-F>	1 KYW >>
2 WUSL-F>>	2 WEGX-F	2 WEGX-F	2 WMGK-F<	2 WMGK-F	2 WPEN	2 WMMR-F	2 WEAZ-F	2 WMMR-F	2 WEGX-F	2 WCAU
3 WIOQ-F>	3 WUSL-F	3 WUSL-F	3 WEGX-F<	3 WEGX-F<	3 WEAZ-F	3 WEGX-F	3 WEGX-F>	3 WUSL-F	3 WMMR-F	3 WUSL-F>>
4 WMMR-F	4 WYSP-F>	4 WYSP-F	4 WUSL-F	4 KYW <	4 WKSZ-F	6 WYSP-F<	4 WPEN	4 WEAZ-F<	4 WDAS-F<	4 WWDB-F>>
5	5 WMGK-F	5 WMGK-F	5 WYSP-F	5 WUSL-F<	5 WWDB-F<	5 WUSL-F	WKSZ-F	5 WKSZ-F	5 WKSZ-F<	5 WPEN
6	6 WDAS-F	6 WKSZ-F	6 KYW <	6 WKSZ-F	6 WXTU-F	6 WPEN	6 WMGK-F	6 WCAU	6 KYW	6 WMMR-F>>
7	7 WIOQ-F<	7 WOGL-F	7 WEAZ-F<	WEAZ-F	WCAU	7 WEAZ-F	7 WUSL-F	KYW	7 WYSP-F	7 WDAS-F<
8	8 WSNI-F	8 WEAZ-F	8 WKSZ-F<	8 WYSP-F	8 WFLN-F	8 WMGK-F	8 KYW	8 WPEN	8 WXTU-F	8 WEGX-F>>
9	9 WKSZ-F<	WDAS-F	9 WOGL-F<	9 WOGL-F<	9 WOGL-F	9 WCAU	9 WSNI-F	9 WMGK-F	9 WIOQ-F	9
10	10 WEAZ-F	KYW	10 WSNI-F	10 WSNI-F	10 WMGK-F	10 WWDB-F	WOGL-F	10 WYSP-F	WEAZ-F	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WEGX-F>	1 WEGX-F>	1 WEGX-F	1 WEGX-F>	1 WMGK-F<
2 WUSL-F>	2 WUSL-F	2 WMGK-F	2 WUSL-F<	2 WEGX-F
3 WMMR-F	3 WMMR-F	3 WMMR-F	3 WMGK-F	3 WKSZ-F
4 WIOQ-F>	4 WMGK-F>	4 WUSL-F>	4 WMMR-F	4 WEAZ-F
5 WYSP-F	5 WKSZ-F	5 WEAZ-F	WKSZ-F	5 WMMR-F
WMGK-F<	WDAS-F<	6 WDAS-F	6 WEAZ-F	6 WUSL-F<
7 WKSZ-F	7 WYSP-F	7 WKSZ-F<	7 WSNI-F	7 KYW <
8 WDAS-F	WIOQ-F	8 WSNI-F	8 WOGL-F	8 WSNI-F
9 WOGL-F	WEAZ-F	9 WYSP-F>	WDAS-F	9 WOGL-F
10 WSNI-F	10 WSNI-F	10 WIOQ-F	10 KYW	10 WXTU-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WMMR-F>>	1 WMMR-F>>	1 WMMR-F>	1 WMMR-F>	1 WMMR-F>
2 WUSL-F	2 WYSP-F>	2 WYSP-F>	2 WYSP-F	2 WYSP-F
3 WEGX-F<	3 WUSL-F	3 KYW	3 WUSL-F	3 KYW <
4 WYSP-F>>	4 WEGX-F>	4 WUSL-F	4 WEGX-F	4 WUSL-F
5 WDAS-F	5 WDAS-F>	5 WSNI-F	5 WOGL-F	5 WOGL-F
6 WKSZ-F	6 WSNI-F	6 WDAS-F	6 KYW	6 WEAZ-F
WIOQ-F>	7 WIOQ-F	7 WEGX-F<	7 WDAS-F	7 WMGK-F
8 KYW	8 WMGK-F	8 WMGK-F	8 WMGK-F	8 WCAU
9 WOGL-F>	9 WEAZ-F<	9 WEAZ-F	9 WSNI-F	9 WXTU-F<
10 WSNI-F	10 WKSZ-F	10 WXTU-F	WKSZ-F	10 WEGX-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCOJ	1420	Coatesville	0.3/1.0
WDAS	1480	Philadelphia	0.8/3.3
WFIL	560	Philadelphia	0.6/2.1
WHAT	1340	Philadelphia	0.4/1.8
WNAP	1110	Norristown	0.4/0.7
WPGR	1540	Philadelphia	0.6/0.9
WZZD	990	Philadelphia	0.4/1.5
WAEB-F	104.1	Allentown	0.3/0.6
WCHR-F	94.5	Trenton	0.3/0.9
WFMZ-F	100.7	Allentown	0.9/1.9
WJBR-F	99.5	Wilmington	0.6/2.3
WPST-F	97.5	Trenton	0.6/2.9
WSTW-F	93.7	Wilmington	0.4/2.5

RADIO STATIONS

AM STATIONS

KYW ,	1060,	50 KW (DA-1)	, NEWS	NBC,	$290.00	(Group W)	Westinghouse
WCAU,	1210,	50 KW	, TALK/NEWS	CBS,	$155.00	(CBS)	CBS
WDAS,	1480,	5 KW/1 KW (DA-2),	BLACK	NBN,	$ 50.00	(BAnner)	Unity
WDVT,	900,	1 KW (DAYS,DA)	, TALK	,	$ 37.00	(---)	
WFIL,	560,	5 KW (DA-2)	, OLDIES	,	$ 54.00	(Mc-Guild)	
WHAT,	1340,	1 KW	, BLACK	SBN,	$ 46.00	(Roslin)	
WIP-,	610,	5 KW (DA-1)	, SPORTS	ABC-E,MBS,	$ 85.00	(Katz)	
WPEN,	950,	5 KW (DA-N)	, NOSTALGIA	US 2,	$145.00	(MMR)	Greater Media
WPGR,	1540,	50 KW (DAYS,DA)	, OLDIES	US 1,	$ 50.00	(Durpetti)	Pyramid
WTEL,	860,	10 KW (DAYS,DA)	, HISPANIC	,	$ 32.00	(Caballero)	Beasley
WZZD,	990,	50 KW/10 KW(DA-2),	RELIGION	,	$ 31.00	(Gospel)	

FM STATIONS

WDAS,	105.3,	3 KW @ 870,	BLACK	,	$ 95.00	(Banner)	Unity	
WEAZ,	101.1,	13 KW @ 1010,	EZ	,	$250.00	(Mc_Guild)		
WEGX,	106.1,	23 KW @ 740,	CHR	ABC-C,	$175.00	(Eastman)	Malrite	
WFLN,	95.7,	50 KW @ 490,	CLASSICAL	,	$ 95.00	(CMBS)	Marlin	
WIOQ,	102.1,	30 KW @ 650,	CHR/DANCE	,	$110.00	(Mc-Guild)	EZ	
WKSZ,	100.3,	35 KW @ 600,	SOFT AC	,	$158.00	(HNWH)		(MEDIA)
WMGK,	102.9,	9 KW @ 1140,	AC	,	$215.00	(mmr)	Greater Media	
WMMR,	93.9,	25 KW @ 670,	AOR	Source,	$320.00	(Katz)	Legacy	
WOGL,	98.1,	13 KW @ 1000,	OLDIES	CBS-R,	$140.00	(CBS)	CBS	
WSNI,	104.5,	13 KW @ 873,	AC	US 1,	$170.00	(Durpetti)	Pyramid	
WUSL,	98.9,	18 KW @ 830,	URBAN/BLACK	ABC-F,	$185.00	(Mc-Guild)	Tak	
WWDB,	96.5,	50 KW @ 500,	TALK	ABC-I,	$100.00	(Republic)	Panache	
WXTU,	92.5,	16 KW @ 900,	COUNTRY	MBS,	$145.00	(Republic)	Beasley	
WYSP,	94.1,	16 KW @ 900,	CLASSIC AOR	ABC-R,	$160.00	(Torbet)	Infinity	

PHOENIX

Arbitron Rank/Pop (12+): 23/1683300
MSA Rank/Pop: 20/2023100
ADI # 21
Average Person Ratings: 17.1
Market TSL: 22.5 hours

Stations: 29/29
Diaries: 1577/1067:1/50.2%
Sample Target: 1460
% Below Line: 0.0
% Not Listed: 7.7

1988 Revenue: $68,500,000
HH Inc.: $32,627
Retail $: 14.4 Bil
Pop per Station: 58,044
#1 Biller: KNIX-AF $11,600,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KNIX-AF (C)	353/12.3	14.0	11.6	13.0	14.1	12.7	426/4825	4082/24.2	25.0	25.0	119	14.4	414	3927	KNIX-AF
2. KMEO-AF (EZ)	261/ 9.0	9.7	9.8	9.5	11.5	9.5	288/3213	2938/17.5	16.3	18.5	62	5.7	162	2237	KMEO-AF
3. KZZP-AF (CHR)	259/ 8.9	9.5	10.7	9.5	11.1	9.6	273/4770	4658/26.1	24.9	24.9	84	13.8	420	4773	KZZP-AF
4. KTAR (N/T)	223/ 7.7	8.3	10.3	10.5	10.2	9.2	245/3570	3261/19.4	20.9	20.6	70	6.6	203	2719	KTAR
5. KUPD-F (AOR)	188/ 6.5	7.1	7.3	7.0	6.2	7.0	215/2709	2333/13.9	14.1	12.8	77	9.4	290	3199	KUPD-F
6. KKLT-F (AC)	149/ 5.2	6.1	4.6	4.4	3.4	5.1	178/2619	2403/14.3	14.7	10.1	125	5.4	167	2042	KKLT-F
7. KSLX-F (AOR)	126/ 4.4	3.2	4.2	4.5	3.9	4.1	128/1828	1801/10.7	9.7	8.2	161	5.7	175	1303	KSLX-F
KOY -F (CHR)	126/ 4.4	4.8	4.1	3.8	3.2	4.3	144/2859	2566/15.2	14.8	11.5	68	3.6	110	2446	KOY -F
9. KDKB-F (AOR)	107/ 3.7	3.0	3.9	4.3	4.1	3.7	137/2461	2057/12.2	11.0	10.4	100	3.7	116	1422	KDKB-F
10. KESZ-F (AC)	97/ 3.4	3.4	2.0	2.6	2.9	2.8	98/1669	1627/ 9.7	8.2	7.6	126	1.4	44	521	KESZ-F
11. KKFR-F (CHR)	84/ 2.9	2.9	3.3	2.8	3.6	3.0	87/2077	2018/12.0	11.8	11.7	55	4.6	143	1944	KKFR-F
12. KFYI (N/T)	74/ 2.6	3.3	4.1	4.3	3.2	3.6	79/961	828/ 4.9	7.4	6.3	100	2.8	86	1087	KFYI
13. KMLE-F (C)	72/ 2.5	0.7	0.4	0.4	0.9	1.0	73/913	881/ 5.2	3.1	2.4	88	1.8	55	674	KMLE-F
14. KOY (BB)	69/ 2.4	1.0	1.2	1.5	1.1	1.5	77/1121	996/ 5.9	4.3	4.6	67	0.9	28	1168	KOY
15. KOOL-F (O)	67/ 2.3	4.6	2.8	4.1	3.7	3.4	76/1913	1706/10.1	11.5	9.7	161	3.2	100	1505	KOOL-F
16. KAMJ-AF (AC)	64/ 2.2	2.9	3.3	3.3	3.0	2.9	66/1423	1227/ 7.3	8.0	8.6	141	2.0	62	833	KAMJ-AF
17. KOOL (O)	59/ 2.0	2.6	1.7	2.4	2.4	2.2	59/854	854/ 5.1	6.2	5.2	190	2.9	89	626	KOOL
18.															
19.															
20.															

12+ FM SHARE (METRO): 74.93% (1997 of 2665) (WIN 88: 74.84%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZZP-AF>>	1 KZZP-AF	1 KNIX-AF	1 KNIX-AF>	1 KNIX-AF>	1 KMEO-AF	1 KNIX-AF	1 KNIX-AF	1 KNIX-AF	1 KZZP-AF>	1 KTAR >>
2 KOY -F>>	2 KUPD-F	2 KZZP-AF	2 KZZP-AF	2 KZZP-AF	2 KNIX-AF	2 KTAR >	2 KMEO-AF>	2 KZZP-AF	2 KNIX-AF	2 KNIX-F>>
3 KUPD-F	3 KNIX-AF>	3 KUPD-F	3 KSLX-F	3 KSLX-F	3 KTAR >>	3 KZZP-AF	3 KZZP-AF<	3 KMEO-AF	3 KUPD-F	3 KMEO-F>>
4 KKFR-F>>	4 KDKB-F	4 KSLX-F	4 KKLT-F	4 KKLT-F	4 KKLT-F	4 KMEO-AF	4 KTAR	4 KTAR	4 KMEO-AF	4 KZZP-F<
5	5 KSLX-F	5 KKLT-F	5 KUPD-F	5 KMEO-AF<	5 KOY	5 KUPD-F	5 KUPD-F	5 KUPD-F	5 KTAR <	5 KUPD-F
6	6 KKLT-F	6 KDKB-F	6 KESZ-F	6 KTAR	6 KFYI	6 KSLX-F	KKLT-F	6 KKLT-F	6 KOY -F	KESZ-F
7	7 KOY -F<	7 KESZ-F	7 KMEO-AF	7 KUPD-F	7 KOOL	7 KOY -F	7 KSLX-F<	7 KOY -F	7 KKLT-F<	7
8	8 KKFR-F	8	KTAR <	8 KESZ-F	8	8 KKLT-F	8 KDKB-F	8 KSLX-F	8 KKFR-F	8
9	9	9	9 KDKB-F<	9	9	9	9	9	9	9
10	10	10	10 KOOL	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KZZP-AF>	1 KNIX-AF	1 KNIX-AF>	1 KNIX-AF	1 KNIX-AF>
2 KNIX-AF	2 KZZP-AF>	2 KZZP-AF	2 KZZP-AF	2 KKLT-F
KUPD-F	3 KUPD-F	3 KKLT-F	3 KKLT-F>	3 KMEO-AF<
KKFR-F	4 KKLT-F	4 KUPD-F<	4 KESZ-F<	4 KZZP-AF>
5 KVVA	5 KOY -F<	5 KOY -F	5 KUPD-F	5 KESZ-F
6 KESZ-F	6 KESZ-F	6 KSLX-F	6 KMEO-AF<	6 KSLX-F
7 KOY -F	7 KKFR-F	7 KESZ-F>	7 KOY -F	7 KOY -F
8 KKLT-F	8 KSLX-F<	8 KDKB-F	8 KSLX-F	8 KUPD-F
9 KDKB-F	9 KDKB-F	9	9	9

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KUPD-F>>	1 KUPD-F	1 KZZP-AF	1 KNIX-AF<	1 KNIX-AF>
2 KDKB-F	2 KZZP-AF	2 KNIX-AF<	2 KUPD-F	2 KSLX-F
3 KZZP-AF	3 KDKB-F	3 KSLX-F	3 KZZP-AF	3 KZZP-AF
4 KMLE-F	4 KNIX-AF<	4 KDKB-F	4 KSLX-F	4 KTAR
5 KKFR-F	5 KSLX-F>	5 KUPD-F>	5 KDKB-F>	5 KUPD-F
6 KOY -F>	6 KMLE-F	6 KGRX-F	6 KTAR	6 KDKB-F
7 KESZ-F	7 KKFR-F	7 KTAR	7 KKLT-F	7 KOOL
8	8 KTAR	8	8	8 KKLT-F
9	9	9	9	9

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KGRX-F	100.3	Globe	1.6/4.3
KLFF	1360	Phoenix	1.5/3.3
KONC-F	106.3	Sun City	1.5/3.3
KPHX	1480	Phoenix	1.4/2.0
KRDS	1190	Tolleson	0.7/1.5
KSUN	1400	Phoenix	1.2/1.8
KVVA	860	Phoenix	1.8/2.8
KVVA-F	107.1	Apache Junction	0.3/1.3

RADIO STATIONS

AM STATIONS

KASA	1540	10 KW (DAYS,DA)	RELIGION		$11.00 (---)	Ostrander-Wilson
KFYI	910	5 KW (DA-N)	TALK/NEWS	CBS,NBC-T	$ 60.00 (Republic)	
KLFF	1360	5 KW/1 KW (DA-N)	NOSTALGIA	ABC-D	$ 34.00 (---)	
KOOL	960	5 KW (DA-N)	OLDIES	CBS-R	$ 41.00 (HNWH)	Adams
KOY	550	5 KW/1 KW	NOSTALGIA	ABC-E	$ 60.00 (Christal)	Edens
KPHX	1480	1 KW/500 W (DA-2)	HISPANIC		$ 28.00 (Caballero)	
KRDS	1190	5 KW/250 W (DA-2)	RELIGION		$ 22.00 (---)	Interstate
KTAR	620	5 KW (DA-N)	NEWS/TALK	ABC-I	$175.00 (CBS)	Pulitzer
KUKQ	1060	5 KW/500 W (DA-N)	COUNTRY		$ 30.00 (Banner)	
KVVA	860	1 KW (DA-N)	AOR		$ 21.00 (Lotus)	
KXEG	1010	5 KW/250 W (DA-2)	RELIGION		$ 11.00 (---)	Mid America Gospel

FM STATIONS

KAMJ	101.5	100 KW @ 1740	SOFT AC		$ 75.00 (Banner)	EZ	
KDKB	93.3	100 KW @ 1480	AOR		$ 68.00 (Torbet)	Sandusky	
KESZ	99.9	100 KW @ 1670	AC		$ 84.00 (Eastman)		
KGRX	100.3	90 KW @ 2047	JAZZ/NEW AGE		$ 41.00 (Roslin)	Daytona	(GLOBE)
KKFR	92.3	100 KW @ 1600	CHR		$ 56.00 (Republic)		
KKLT	98.7	115 KW @ 1650	AC		$ 93.00 (CBS)	Pulitzer	
KMEO	96.9	100 KW @ 1556	BTFL/EZ		$108.00 (Group W)	Westinghouse	
KMLE	107.9	100 KW @ 1000	COUNTRY		$ 25.00 (Durpetti)	Shamrock	(CHANDLER)
KNIX	102.5	100 KW @ 1610	COUNTRY		$180.00 (Katz)	Buck Owens	
KONC	106.3	2 KW @ 400	CLASSICAL	ABC-D	$ 35.00 (CMBS)		(SUN CITY)
KOOL	94.5	100 KW @ 1620	OLDIES	CBS-R	$ 74.00 (HNWH)	Adams	
KOY	95.5	100 KW @ 1550	CHR		$ 57.00 (Christal)	Edens	
KSLX	100.7	100 KW @ 1847	CLASSIC AOR		$ 88.00 (MMR)	Cook Inlet	
KUPD	97.9	100 KW @ 1620	AOR		$ 95.00 (Banner)		
KVVA	107.1	2 KW @ 405	HISPANIC		$ 37.00 (Lotus)		(APACHE JUNCTION)
KZZP	104.7	100 KW @ 1550	CHR		$160.00 (Mc-Guild)	Nationwide	

PITTSBURGH

Arbitron Rank/Pop (12+): 18/1,964,400

MSA Rank/Pop: 19/2,100,400
ADI # 16
Average Person Ratings: 18.9
Market TSL: 25.0 hours

Stations: 31/31
Diaries: 1808/1087:1/59.4%
Sample Target: 1760
% Below Line: 0.0
% Not Listed: 8.7

1988 Revenue: $48,000,000
HH Inc.: $31,461
Retail $: 13.0 Bil
Pop per Station: 63,367
#1 Biller: KDKA $9,000,000

12+ METRO			1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1.	KDKA	(MOR)	457/12.3	13.4	16.9	15.4	13.2	14.5	595/7763	5728/29.2	31.2	31.7	79	14.1	472	4716	KDKA
2.	WSHH-F	(EZ)	413/11.1	8.2	7.7	7.4	10.3	8.6	494/4874	3794/19.3	16.2	17.7	81	8.5	283	2323	WSHH-F
3.	WBZZ-F	(CHR)	323/ 8.7	8.4	10.4	10.3	9.7	9.4	390/6239	5113/26.0	24.1	25.1	98	11.9	398	5382	WBZZ-F
4.	WDVE-F	(AOR)	280/ 7.6	8.0	6.4	5.4	5.7	6.8	419/5106	3439/17.5	18.9	15.9	99	9.3	311	3487	WDVE-F
5.	WLTJ-F	(AC)	227/ 6.1	4.9	4.8	3.0	4.0	4.7	262/3028	2482/12.6	10.7	8.9	149	3.2	108	1378	WLTJ-F
6.	WAMO-F	(B)	203/ 5.5	4.6	6.3	6.2	5.6	5.7	215/2389	2163/11.0	9.7	10.1	93	8.7	290	3550	WAMO-F
7.	WWSW-F	(AC)	200/ 5.4	6.1	5.6	5.4	5.8	5.6	268/4344	3142/16.0	16.0	13.8	157	6.6	221	2612	WWSW-F
8.	WMYG-F	(AOR)	194/ 5.2	3.6	5.5	6.4	5.4	5.2	206/2829	2441/12.4	10.7	12.0	123	5.7	189	2676	WMYG-F
9.	WDSY-F	(C)	144/ 3.9	4.5	3.7	3.5	4.1	3.9	208/2492	1845/ 9.4	9.3	9.2	141	3.2	106	1672	WDSY-F
10.	WTAE	(N/T)	142/ 3.8	5.0	3.6	4.0	3.2	4.1	145/2084	2038/10.4	16.5	10.7	74	3.8	128	1547	WTAE
11.	WHTX-F	(AC)	129/ 3.5	4.4	4.7	3.8	3.6	4.1	138/2270	2102/10.7	13.4	11.4	140	2.7	89	1612	WHTX-F
12.	WJAS	(BB)	105/ 2.8	4.2	2.9	3.8	3.6	3.4	105/1329	1279/ 6.5	7.9	7.1	25	2.1	71	994	WJAS
13.	WMXP-F	(AC)	92/ 2.5	1.7	0.7	1.7	1.3	1.6	126/2381	1723/ 8.8	6.6	2.9	108	1.7	57	1310	WMXP-F
14.	KQV	(N/T)	74/ 2.0	2.2	1.9	2.9	2.9	2.3	74/1390	1390/ 7.1	8.1	7.8	45	1.7	58	916	KQV
15.	WMBS	(MOR)	51/ 1.4	0.9	1.1	1.4	1.0	1.2	54/653	571/ 2.9	1.9	2.5	36	0.9	29	576	WMBS
16.	WYDD-F	(AOR)	50/ 1.3	1.9	2.9	2.0	3.1	2.0	71/1889	1398/ 7.1	7.8	9.3	77	1.3	45	1340	WYDD-F
17.																	
18.																	
19.																	
20.																	

12+ FM SHARE (METRO): 70.48% (2383 of 3381) (WIN 88: 66.50%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBZZ-F>>	1 WDVE-F>	1 WDVE-F	1 WWSW-F<	1 KDKA	1 KDKA <	1 KDKA >>	1 WSHH-F>	1 WSHH-F	1 KDKA >	1 KDKA >>
2 WAMO-F>	2 WMYG-F	2 WBZZ-F	2 WBZZ-F	2 WLTJ-F<	2 WSHH-F>>	2 WSHH-F<	2 WLTJ-F	2 KDKA <	2 WBZZ-F	2 WAMO-F>>
3 WDVE-F>	3 WBZZ-F	3 WMYG-F	3 WDVE-F	3 WSHH-F	3 WLTJ-F	3 WBZZ-F>	3 WDVE-F<	3 WBZZ-F	3 WAMO-F<	3 WSHH-F<
4	4 WAMO-F>	4 WWSW-F<	4 WLTJ-F	4 WWSW-F	4 WWSW-F	4 WDVE-F	4 KDKA	4 WDVE-F	4 WDVE-F	4 WDVE-F<
5	5 WLTJ-F	5 WLTJ-F	5 WMYG-F	WBZZ-F	WTAE	5 WHTX-F	5 WBZZ-F	5 WLTJ-F<	5 WSHH-F	5 WBZZ-F>
6	6 WWSW-F	6 WAMO-F	KDKA	6 WDVE-F	6 WDSY-F<	6 WLTJ-F<	6 WWSW-F	6 WMYG-F<	6 WWSW-F	6 WTAE
7	7 WMXP-F	7 KDKA	7 WAMO-F<	7 WMYG-F	7 WJAS <	7 WMYG-F<	WMYG-F	7 WWSW-F	7 WTAE	7 WWSW-F
8	8	8	8 WSHH-F	8	8 WBZZ-F	8 WAMO-F	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WBZZ-F	1 WBZZ-F	1 WBZZ-F	1 WBZZ-F>	1 WBZZ-F<
WAMO-F	2 WAMO-F	2 WAMO-F	2 WLTJ-F	2 KDKA <
3 WDVE-F>	3 WDVE-F>	3 WWSW-F	3 WAMO-F	3 WLTJ-F<
4 WLTJ-F	4 WLTJ-F	WLTJ-F	4 WDVE-F<	4 WSHH-F>
5 WMXP-F	5 WMYG-F	WDVE-F	5 WWSW-F<	5 WWSW-F
6 WYDD-F	WMXP-F	6 WMYG-F	6 KDKA	6 WDSY-F
WMYG-F>>	7 WWSW-F	7 WHTX-F	7 WHTX-F<	7 WHTX-F
8	8	8 WDSY-F	8 WMXP-F	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDVE-F>>	1 WDVE-F>	1 WDVE-F	1 WDVE-F	1 WDVE-F
2 WMYG-F>>	2 WMYG-F>>	2 WMYG-F>>	2 WMYG-F>	2 WWSW-F
3 WBZZ-F>	3 WBZZ-F	3 WAMO-F	3 WWSW-F	3 WMYG-F
4 WAMO-F	4 WAMO-F	4 WBZZ-F<	4 WBZZ-F	4 KDKA
5 WLTJ-F	5 WWSW-F<	5 WMXP-F<	5 KDKA	5 WLTJ-F<
6 WMXP-F	6 KDKA	6 WWSW-F	6 WLTJ-F<	6 WSHH-F
7 WWSW-F	7 WLTJ-F	7 KDKA	7 WAMO-F	7 WBZZ-F
KDKA	8	8	8	8

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAMO	860	Pittsburgh	0.5/1.6
WASP	1130	Brownsville	0.7/1.3
WBVP	1230	Beaver Falls	0.3/1.3
WEEP	1080	Pittsburgh	0.8/2.0
WESA-F	98.3	Charleroi	0.8/1.9
WHJB	620	Greensburg/Pitt	0.4/1.9
WIXZ	1360	McKeesprt/Pitt	0.4/1.6
WJPA	1450	Washington	0.3/0.6
WLSW-F	103.9	Scottsdale	0.3/1.0
WPIT	730	Pittsburgh	0.4/1.2
WPIT-F	101.5	Pittsburgh	1.2/3.4
WSSZ-F	107.1	Greensburg/Pitt	0.3/1.9
WWKS-F	106.7	Beaver Falls/Pt	0.3/2.0
WWSW	970	Pittsburgh	0.8/3.8
WYTK-F	95.3	Washington	0.6/1.0

RADIO STATIONS

AM STATIONS

KDKA	1020	50 KW	MOR	NBC,$185.00	(Group W)	Westinghouse	
KQV	1410	5 KW (DA-2)	NEWS	CBS,US 2,$ 40.00	(---)		
WAMO	860	1 KW (DAYS,DA)	BLACK	SBN,$ NA	(HNWH)	Sheridan	
WEEP	1080	50 KW (DAYS,DA)	OLDIES	US2,$ 33.00	(CBS)	Entercom	
WJAS	1320	5 KW (DA-N)	NOSTALGIA	UPI,$ 46.00	(Eastman)	Renda	
WMBS	590	1 KW (DA-N)	VARIETY	CBS,$ 13.00	(---)		(UNIONTOWN)
WPIT	730	5 KW (DAYS)	RELIGION/GOSPEL	,$ 25.00	(---)	Pyramid	
WTAE	1250	5 KW (DA-N)	TALK/NEWS	US 2,ABC-E,$ 65.00	(Katz)	Hearst	
WWSW	970	5 KW (DA-2)	OLDIES	ABC-I,ABC-D,$ NA	(Mc-Guild)	Shamrock	

FM STATIONS

WAMO	105.9	72 KW @ 440	BLACK	SBN,$ 55.00	(HNWH)	Sheridan	
WBZZ	93.7	41 KW @ 547	CHR	,$137.00	(Banner)	EZ	
WDSY	107.9	50 KW @ 500	COUNTRY	US1,$ 50.00	(CBS)	Entercom	
WDVE	102.9	55 KW @ 820	AOR	SOURCE,$107.00	(Christal)	Great American	
WHTX	96.1	50 KW @ 500	AC	ABC-E,$ 89.00	(Katz)	Hearst	
WLTJ	92.9	47 KW @ 890	SOFT AC	,$ 51.00	(Durpetti)		
WMYG	96.9	15 KW @ 930	CLASSIC ROCK	,$ 61.00	(MMR)		
WPIT	101.5	48 KW @ 505	RELIGION	,$ 25.00	(---)	Pyramid	
WSHH	99.7	11 KW @ 930	BTFL/EZ	,$ 78.00	(Eastman)	Renda	
WWKS	106.7	50 KW @ 500	AC	ABC-F,$ 25.00	(Dome)		(BEAVER FALLS)
WWSW	94.5	50 KW @ 810	OLDIES	ABC-D,$100.00	(Mc-Guild)	Shamrock	
WYDD	104.7	50 KW @ 500	CHR	ABC-F,$ 41.00	(Roslin)		
WMXP	100.7	20 KW @ 500	AC	,$ 32.00	(---)	Signature	

PORTLAND, OR

Arbitron Rank/Pop (12+): 25/1,334,200

MSA Rank/Pop: 42/1,174,100
ADI # 26
Average Person Ratings: 16.9
Market TSL: 22.25 hours

Stations: 27/26
Diaries: 1465/911:1/54.9%
Sample Target: 1420
% Below Line: 0.6
% Not Listed: 9.4

1988 Revenue: $43,800,000
HH Inc.: $32,454
Retail $: 10.0 Bil
Pop per Station: 51,315
#1 Biller: KINK-F $5,800,000

12+ METRO		1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KKCW-F	(AC)	215/ 9.5	6.6	6.0	7.2	4.4	7.3	223/2810	2573/19.3	16.3	11.5	149	8.1	160	1544	KKCW-F
2. KKRZ-F	(CHR)	191/ 8.5	8.2	9.3	9.1	10.8	8.8	198/2965	2878/21.6	20.7	23.6	73	10.6	209	3633	KKRZ-F
3. KXL -F	(EZ)	158/ 7.0	7.7	5.7	4.9	5.4	6.3	179/1935	1670/12.5	11.8	10.5	79	3.1	61	770	KXL -F
4. KUPL-F	(C)	147/ 6.5	5.2	8.1	5.7	6.4	6.4	181/2097	1723/12.9	11.2	11.5	100	3.4	67	1448	KUPL-F
5. KXL	(N/T)	146/ 6.5	6.2	7.3	6.9	5.9	6.7	156/1945	1754/13.1	15.9	12.1	72	5.2	102	1204	KXL
6. KINK-F	(AOR)	144/ 6.4	7.1	7.2	6.5	6.9	6.8	162/2324	2071/15.5	14.2	13.5	153	7.0	139	1385	KINK-F
7. KXYQ-F	(CHR)	139/ 6.2	7.3	8.0	5.6	6.7	6.8	179/2913	2192/16.4	17.0	16.3	65	11.4	225	2795	KXYQ-F
8. KGON-F	(AOR)	135/ 6.0	4.6	5.0	5.0	4.5	5.2	149/1992	1780/33.5	23.1	28.1	82	9.6	190	1790	KGON-F
9. KEX	(MOR)	106/ 4.7	5.5	5.7	6.3	7.6	5.6	116/1963	1793/13.4	12.6	15.9	89	7.3	144	1474	KEX
10. KKSN-F	(AC)	88/ 3.9	3.4	3.9	4.7	4.5	4.0	100/1516	1322/ 9.9	9.1	9.2	141	3.5	69	1151	KKSN-F
11. KMJK-F	(AOR)	79/ 3.5	4.3	5.2	5.2	4.2	4.6	107/1790	1468/11.0	10.1	10.0	134	3.9	78	1334	KMJK-F
12. KWJJ-F	(C)	77/ 3.4	1.6	2.3	3.4	3.1	2.7	97/1392	1070/ 8.0	5.1	7.3	68	2.4	47	894	KWJJ-F
13. KGW	(AC)	62/ 2.7	2.1	1.8	3.1	4.1	2.4	69/1915	1681/12.6	10.3	14.1	122	2.4	47	1383	KGW
14. KKCY-F	(J/NA)	61/ 2.7	3.6	3.8	3.1	2.8	3.3	63/1080	945/ 7.1	11.0	7.7	137	2.8	55	711	KKCY-F
15. KPDQ-F	(R/G)	47/ 2.1	2.2	1.5	1.8	1.7	1.9	52/870	777/ 5.8	6.1	5.3	95	1.9	38	586	KPDQ-F
16. KZRC	(AOR)	44/ 2.0	2.6	0.0	0.6	0.0	1.3	45/263	245/ 1.8	1.8	0.0	80	0.3	5	164	KZRC
17.																
18.																
19.																
20.																

12+ FM SHARE (METRO): 73.09% (1494 of 2044) (WIN 88: 66.74%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKRZ-F	1 KKCW-F<	1 KKCW-F>	1 KKCW-F>	1 KKCW-F>	1 KXL -F	1 KKCW-F<	1 KKCW-F	1 KKCW-F	1 KKRZ-F	1 KXL >
2 KXYQ-F>>	2 KGON-F<	2 KKRZ-F<	2 KINK-F>	2 KINK-F>	2 KXL	2 KKRZ-F<	2 KXL -F	2 KKRZ-F>	2 KXYQ-F	2 KKCW-F>>
3	3 KKRZ-F	3 KINK-F	3 KKRZ-F	3 KUPL-F	3 KUPL-F	3 KXL	3 KUPL-F	3 KXL -F	3 KKCW-F	3 KEX
4	4 KINK-F	4 KGON-F	4 KKSN-F	4 KKRZ-F	4 KKCW-F<	4 KUPL-F	4 KKRZ-F	4 KXYQ-F	4 KGON-F	4 KPDQ-F
5	5 KXYQ-F>	5 KXYQ-F	5 KUPL-F<	5 KXL -F	5 KEX >	KEX <	5 KINK-F	KUPL-F<	5 KINK-F	5 KINK-F
6	6 KMJK-F	6 KKSN-F<	6 KMJK-F	KKSN-F	6 KKSN-F	6 KINK-F	KGON-F<	6 KGON-F	6 KXL	6 KXYQ-F<
7	7	7 KMJK-F<	KGON-F	7	KINK-F<	7 KXYQ-F	7 KXL	7 KINK-F	7 KXL -F	7 KUPL-F
8	8	8 KUPL-F	8	8	8 KWJJ-F<	8 KXL -F	8	8 KXL	8 KGW	8
9	9	9	9	9	9 KKCY-F	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KKRZ-F	1 KKCW-F	1 KKCW-F>>	1 KKCW-F>	1 KKCW-F>>
2 KXYQ-F>>	2 KKRZ-F>	2 KKRZ-F	2 KKRZ-F>	2 KINK-F<
3 KKCW-F	3 KXYQ-F<	KINK-F>	3 KINK-F	3 KKRZ-F
4 KGON-F>	4 KINK-F>	4 KXYQ-F	4 KXYQ-F	4 KUPL-F>
5 KINK-F	5 KGON-F	KUPL-F	5 KUPL-F>	5 KXL -F>
6 KMJK-F	6 KUPL-F	KKSN-F>	6 KGON-F	6 KKSN-F
7 KUPL-F	7 KKSN-F	7 KGON-F	7 KKSN-F<	7 KXYQ-F
8 KWJJ-F>>	8 KMJK-F>>	8 KMJK-F	8 KXL -F	8
9	9	9	9	9
10	10	10	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KGON-F>>	1 KGON-F>	1 KINK-F	1 KGON-F	1 KINK-F
2 KKRZ-F	2 KINK-F	2 KGON-F	2 KINK-F	2 KKCW-F
3 KZRC >	3 KKRZ-F	3 KKCW-F	3 KKCW-F	3 KXL <
4 KXYQ-F>	4 KKCW-F	4 KMJK-F>	4 KKRZ-F<	4 KMJK-F<
5 KWJJ-F>	5 KZRC	5 KXYQ-F<	5 KMJK-F	5 KKSN-F
6 KKCW-F	6 KXYQ-F	6 KKRZ-F	6 KKSN-F<	6 KGON-F
7	7 KMJK-F	7	7 KXYQ-F	7 KXL -F
8	8	8	8 KZRC	KEX <
9	9	9	9	9 KUPL-F
10	10	10	10	10

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBMS	1480	Vancouver/Portland	0.9/1.8
KCCS	1220	Salem	0.9/1.1
KKEY	1150	Portland	0.8/1.5
KKSN	910	Vancouver	1.6/4.2
KPDQ	800	Portland	0.3/1.8
KSGO	1520	Oregon City	0.4/2.5
KSLM	1390	Salem	0.5/1.0
KUPL	1330	Portland	1.0/3.0
KWJJ	1080	Portland	1.2/3.7
KYTE	970	Portland	1.1/3.5
KFAT-F	106.1	Corvallis	0.6/1.6

RADIO STATIONS

AM STATIONS

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KEX ,    1190, 50 KW (DA-1)      , MOR                   ABC-I, $ 86.00 (Katz)        Great American
KGW ,     620,  5 KW (DA-N)      , OLDIES                  APR, $ 81.00 (MMR)         King
KKEY,    1150,  5 KW (DAYS-DA)   , RELIGION                MBS, $ 26.00 (---)
KKSN,     910,  5 KW (DA-2)      , OLDIES                     , $ 30.00 (Eastman)     Heritage
KKUL,    1410,  5 KW (DAYS)      , ??                         , $  NA   (---)
KPDQ,     800,  1 KW (DAYS, DA)  , RELIGION                   , $ 25.00 (---)         Salem

KSGO,    1520, 50 KW/10 KW(DA-1), OLDIES                      , $ 31.00 (HNWH)        Ackerly
KUIK,    1360,  5 KW (DA-N)      , VARIETY                    , $ 20.00 (---)
KUPL,    1330,  5 KW (DA-1)      , COUNTRY                 APR, $  NA   (Banner)      Scripps-Howard
KWJJ,    1080, 50 KW/10 KW(DA-2), COUNTRY               ABC-E, $ 35.00 (Republic)    Park
KXL ,     750, 50 KW/10 KW(DA-1), NEWS/TALK               NBC, $ 72.00 (Mc-Guild)    Alexander
KYTE,     970,  5 KW (DA-1)      , CLASSICAL               CBS, $ 39.00 (Christal)    Henry
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FM STATIONS

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KGON,     92.3, 100 KW @  920, AOR                            , $ 87.00 (HNWH)        Ackerly
KINK,    101.9, 100 KW @ 1611, AOR                            , $101.00 (MMR)         King
KKCW,    103.3, 100 KW @ 1654, AC                             , $ 74.00 (Durpetti)    Trumper
KKSN,     97.1, 100 KW @  980, OLDIES                         , $ 55.00 (Eastman)     Heritage
KKRZ,    100.3, 100 KW @  920, CHR                       ABC-F, $ 84.00 (Katz)        Great American
KMJK,    106.7, 100 KW @  877, CLASSIC ROCK             Source, $ 51.00 (Christal)

KPDQ,     93.7, 100 KW @  247, RELIGION                       , $ 24.00 (---)         Salem
KUPL,     98.5, 100 KW $ 1100, COUNTRY                     APR, $ 65.00 (Banner)      Scripps-Howard
KWJJ,     99.5, 100 KW @  920, COUNTRY                   ABC-E, $ 48.00 (Republic)    Park
KXL ,     95.5, 100 KW @  920, BTFL/EZ                        , $ 60.00 (Mc-Guild)    Alexander
KXKQ,    105.1, 100 KW @ 1099, CHR                       ABC-C, $ 53.00 (Banner)      Daytona          (SALEM)
KCCY,    101.1, 100 KW @  635, JAZZ/NEW AGE                   , $ 50.00 (Christal)    Henry
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PROVIDENCE

Arbitron Rank/Pop (12+): 28/1,259,400

MSA Rank/Pop: 58/904,800
ADI # 43
Average Person Ratings: 19.5
Market TSL: 25.5 hours

Stations: 39/22
Diaries: 1451/868:1/5432%
Sample Target: 1370
% Below Line: 15.2
% Not Listed: 10.2

1988 Revenue: $28,000,000
HH Inc.: $34,268
Retail $: 6.6 Bil
Pop per Station: 57,245
#1 Biller: WPRO-F $5,400,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WPRO-F (CHR)	277/11.3	12.8	14.3	16.8	15.4	13.8	285/4367	3979/31.6	31.0	35.3	90	18.3	397	4613	WPRO-F
2. WLKW-F (EZ)	232/ 9.5	8.9	8.0	12.4	10.5	9.7	236/2366	2334/18.5	17.4	17.1	64	8.5	185	1946	WLKW-F
3. WHJY-F (AOR)	198/ 8.1	8.4	8.2	7.9	8.4	8.1	239/3072	2448/19.4	19.8	18.6	93	10.0	217	2113	WHJY-F
4. WHJJ (N/T)	186/ 7.6	5.3	6.9	6.3	6.7	6.5	186/1792	1792/14.2	13.9	12.6	63	6.1	131	1198	WHJJ
5. WWLI-F (AC)	174/ 7.1	6.1	6.1	4.9	6.0	6.1	191/2227	1869/14.8	13.7	11.9	158	4.6	100	897	WWLI-F
6. WPRO (N/T)	155/ 6.3	3.6	4.8	4.4	5.7	4.8	155/1982	1966/15.6	12.5	16.2	98	3.0	65	1542	WPRO
7. WSNE-F (AC)	149/ 6.1	6.1	4.0	5.4	4.0	5.4	154/2114	1948/15.5	14.8	11.9	151	5.7	123	1488	WSNE-F
8. WBRU-F (AOR)	72/ 2.9	2.8	3.8	2.2	2.7	2.9	73/1511	1472/11.7	10.8	11.3	100	3.0	65	1213	WBRU-F
9. WODS-F (AC)	64/ 2.6	2.3	4.0	2.7	2.3	2.9	107/1889	1043/ 8.3	7.1	7.3	150	1.5	33	593	WODS-F
10. WMYS-F (AC)	58/ 2.4	3.0	1.7	1.7	2.7	2.2	71/972	649/ 5.2	6.9	7.5	137	2.0	44	560	WMYS-F
11. WWRX-F (AOR)	56/ 2.3	2.3	2.6	2.1	2.2	2.3	83/1681	905/ 7.2	7.0	6.4	139	3.0	66	927	WWRX-F
12. WWKX-F (B)	55/ 2.2	1.8	2.3	0.3	0.0	1.6	55/688	688/ 5.5	6.6	0.0	50	3.8	82	1556	WWKX-F
13. WHIM (C)	53/ 2.2	2.6	1.9	2.2	3.3	2.2	53/500	500/ 4.0	4.1	4.0	64	2.4	53	441	WHIM
14.															
15.															

12+ FM SHARE (METRO): 73.00% (1609 of 2204) (WIN 88: 70.82%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPRO-F>>	1 WHJY-F	1 WPRO-F	1 WWLI-F<	1 WWLI-F	1 WLKW-F	1 WPRO-F	1 WWLI-F	1 WPRO-F	1 WPRO-F>	1 WHJJ >>
2 WHJY-F>	2 WPRO-F>	2 WHJY-F	2 WPRO-F	2 WPRO-F	2 WHJJ	WPRO	2 WPRO-F<	2 WLKW-F	2 WHJY-F>	2 WHJY-F
3 WWKX-F>>	3 WWLI-F<	3 WWLI-F	3 WSNE-F	3 WSNE-F	3 WPRO	3 WHJJ	3 WLKW-F	3 WHJY-F	3 WLKW-F	3 WPRO-F
4	4 WSNE-F	4 WSNE-F>	4 WHJY-F>	4 WHJY-F	4 WWLI-F>	4 WLKW-F	4 WHJJ	4 WWLI-F<	4 WPRO	WPRO >>
5	5 WBRU-F	5 WBRU-F	5 WPRO	5 WPRO <	5 WSNE-F<	5 WHJY-F	5 WHJY-F	5 WHJJ	5 WWLI-F<	5
6	6	6 WPRO	6	6 WLKW-F	6 WPRO-F	6	6	6 WSNE-F	6 WWKX-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPRO-F>>	1 WPRO-F>	1 WSNE-F	1 WPRO-F>	1 WWLI-F	1 WHJY-F>>	1 WHJY-F>>	1 WHJY-F>	1 WHJY-F>	1 WHJY-F
2 WHJY-F>	2 WSNE-F	2 WPRO-F<	2 WSNE-F	WSNE-F	2 WPRO-F>	2 WPRO-F>	2 WPRO-F	2 WPRO-F	2 WWLI-F
3 WBRU-F>	3 WWLI-F<	3 WWLI-F>	3 WWLI-F>	3 WPRO-F>	3 WWKX-F	3 WWLI-F	3 WWLI-F>	3 WWLI-F	3 WPRO-F>
4 WWKX-F	4 WHJY-F	4 WMYS-F	4 WHJY-F>	4 WLKW-F	WBRU-F>	WBRU-F	4 WWRX-F	4 WSNE-F>	4 WSNE-F
5 WWLI-F	5 WBRU-F	5 WHJY-F	5 WBRU-F	5 WPRO	5 WZLX-F	5 WWRX-F	5 WSNE-F	5 WWRX-F	WPRO
6 WSNE-F	6	6	6	6	WMYS-F	6	WBRU-F	WBRU-F<	6
								7 WPRO	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WADK	1540	Newport	0.5/0.9
WALE	1400	Fall River	0.4/1.5
WBSM	1420	New Bedford	1.8/2.7
WEAN	990	Providence	0.4/1.9
WICE	550	Pawtucket	0.7/3.2
WNBH	1340	New Bedford	0.6/2.0
WOTB-F	100.3	Middletown	0.8/2.0
WPEP	1570	Taunton	0.4/1.2
WWAZ	790	Providence	0.9/3.2
WWON	1240	Woonsocket	0.3/1.3
WAAF-F	107.3	Worcester	0.8/3.4
WBCN-F	104.1	Boston	0.7/4.0
WBOS-F	92.9	Brookline	0.8/2.4
WBZ	1030	Boston	1.0/3.7
WCAV-F	97.7	Brockton	0.5/1.1
WCRB-F	102.5	Waltham	0.9/2.5
WEEI	590	Boston	0.4/2.5
WHDH	850	Boston	0.5/1.8
WJIB-F	96.9	Boston	0.7/3.0
WPLM-F	99.1	Plymouth	1.5/3.4
WRKO	680	Boston	0.3/1.7
WROR-F	98.5	Boston	0.6/3.4
WVBF-F	105.7	Framingham	0.4/1.7
WXKS-F	107.9	Medford	1.0/4.4
WZLX-F	100.7	Boston	1.6/6.0
WZOU-F	94.5	Boston	0.9/4.8

RADIO STATIONS

WHIM,	1110,	5 KW/250 W (DA-N)	, COUNTRY	CBS, $ 24.00 (Roslin)		
WHJJ,	920,	5 KW (DA-N)	, NEWS/TALK	ABC-I, $ 57.00 (Katz)	Griffin	
WICE,	550,	1 KW/500 W (DA-N)	, OLDIES	ABC-D, $ 21.00 (Republic)		
WPRO,	630,	5 KW (DA-N)	, NEWS/TALK	ABC-I, $ 64.00 (Banner)	Cap Cities/ABC	
WWAZ,	790,	5 KW (DA-N)	, NOSTALGIA	SMN, $ 34.00 (Mc-Guild)	Eastern	
WBRU-F,	95.5	20 KW @ 440	, AOR	Source, $ 44.00 (MMR)		
WHJY-F,	94.1,	50 KW @ 500	, AOR	ABC-R, $ 91.00 (Katz)	Griffin	
WLKW-F,	101.5,	50 KW @ 500	, BTFL/EZ	, $ 74.00 (Christal)	Wilks-Schwartz	
WPRO-F,	92.3,	39 KW @ 550	, CHR	ABC-C, $101.00 (Banner)	Cap Cities/ABC	
WSNE-F,	93.3,	50 KW @ 500	, AC	, $ 54.00 (Eastman)	Beck-Ross	(TAUNTON)
WWLI-F,	105.1,	50 KW @ 500	, SOFT AC	Trans, $ 68.00 (Mc-Guild)	Zimmerman	
WWRX-F,	103.7,	50 KW @ 500	, AOR (?)	, $ 38.00 (Durpetti)		(WESTERLY)
WMYS-F,	98.1,	50 KW @ 500	, AC	, $ 40.00 (---)	Hall	

RALEIGH

Arbitron Rank/Pop (12+): 60/575,000
MSA Rank/Pop: 70/679,000
ADI # 34
Average Person Ratings: 16.0
Market TSL: 21.0 hours

Stations: 25/20
Diaries: 1066/540:1/60.0%
Sample Target: 890
% Below Line: 8.3
% Not Listed: 11.7

1988 Revenue: $27,200,000
HH Inc.: $34,512
Retail $: 4.7 Bil
Pop per Station: 28,750
#1 Biller: WRAL-F $4,700,000

12+ METRO		1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WQDR-F	(C)	86/ 9.3	8.8	6.0	7.3	7.4	7.9	236/2558	1023/17.8	15.2	14.6	118	7.6	77	727	WQDR-F
2. WFXC-F	(B)	85/ 9.2	5.5	6.1	7.0	9.2	6.9	94/1055	881/15.3	14.7	13.1	83	11.0	112	1231	WFXC-F
3. WDCG-F	(CHR)	83/ 9.0	8.5	10.3	9.0	9.4	9.2	154/2677	1316/22.9	23.1	22.3	80	8.7	89	1232	WDCG-F
4. WPTF	(N/T)	75/ 8.1	7.9	9.0	6.5	8.2	7.9	127/1867	1002/17.4	14.9	16.2	56	7.4	75	758	WPTF
5. WRDU-F	(AOR)	68/ 7.4	10.5	10.9	10.7	8.3	9.9	196/2107	913/15.9	21.3	15.3	107	11.3	115	1295	WRDU-F
6. WRAL-F	(AC)	67/ 7.3	6.8	7.5	6.5	9.4	7.0	217/2849	1167/20.3	18.8	20.4	127	5.7	58	1024	WRAL-F
7. WQOK-F	(B)	66/ 7.2	8.2	7.1	6.5	6.4	7.3	143/1689	764/13.3	14.0	12.6	110	10.1	103	1491	WQOK-F
8. WYLT-F	(AC)	43/ 4.7	4.6	5.7	4.2	3.6	4.8	64/1102	707/12.3	12.4	9.9	140	3.5	36	545	WYLT-F
9. WDNC	(BB)	27/ 2.9	2.2	2.6	2.4	2.5	2.5	35/558	383/ 6.7	6.2	6.4	14	1.9	19	249	WDNC
10. WZZU-F	(CHR)	25/ 2.7	2.8	2.4	3.2	2.8	2.8	73/1602	640/11.1	13.9	13.3	70	3.0	31	696	WZZU-F
11. WTRG-F	(AC)	24/ 2.6	2.3	2.5	5.2	3.9	3.1	87/1482	617/10.7	10.7	12.6	150	2.5	25	413	WTRG-F
12. WLLE	(B)	23/ 2.5	1.2	2.1	2.7	2.8	2.1	24/257	244/ 4.2	4.5	6.4	108	2.2	22	298	WLLE
13.																

12+ FM SHARE (METRO): 78.23% (636 of 813) (WIN 88: 71.34%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDCG-F>>	1 WRDU-F	1 WRDU-F<	1 WQDR-F<	1 WQDR-F	1 WPTF	1 WPTF	1 WQDR-F	1 WQDR-F	1 WFXC-F>	1 WFXC-F>>
2 WFXC-F>	2 WFXC-F<	2 WFXC-F	2 WRAL-F	2 WRAL-F	2 WQDR-F>	2 WQDR-F	2 WRAL-F<	2 WDCG-F	2 WDCG-F	2 WPTF
3 WQOK-F>>	3 WDCG-F<	3 WRAL-F<	3 WRDU-F	3 WRDU-F	3 WRAL-F	3 WDCG-F<	3 WPTF	3 WQOK-F	3 WQOK-F	3 WRAL-F
4	4 WQOK-F>	4 WDCG-F	WQOK-F	WQOK-F	4 WYLT-F	4 WRAL-F	4 WDCG-F	4 WRDU-F	4 WRDU-F	4 WQDR-F
5	5 WRAL-F	5 WQOK-F	5 WFXC-F	5 WFXC-F	5 WDNC	5 WFXC-F>	5 WRDU-F	5 WRAL-F	5 WQDR-F	5
6	6 WQDR-F	6 WQDR-F	6 WDCG-F	6 WDCG-F	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDCG-F>	1 WDCG-F	1 WQOK-F	1 WRAL-F	1 WRAL-F	1 WRDU-F	1 WRDU-F>	1 WRDU-F>	1 WRDU-F>	1 WQDR-F
2 WRAL-F	2 WQOK-F<	2 WRAL-F	2 WDCG-F	2 WQDR-F	2 WFXC-F>	2 WFXC-F	2 WQOK-F	2 WFXC-F	2 WRDU-F>
WFXC-F	3 WRAL-F	WFXC-F	3 WFXC-F	3 WFXC-F	3 WQOK-F	3 WQOK-F	3 WDCG-F	3 WQDR-F	3 WQOK-F
4 WRDU-F	WFXC-F>	4 WDCG-F>	4 WQOK-F	4 WQOK-F	WDCG-F>	4 WDCG-F>	4 WQDR-F	4 WQOK-F	4 WRAL-F
5 WQOK-F	5 WRDU-F>	5 WQDR-F	5 WQDR-F	5 WYLT-F	5 WZZU-F	5 WQDR-F	WFXC-F>>	5 WDCG-F	5 WFXC-F
6	6	6	6	WDCG-F	6	6	6	6 WRAL-F	WDCG-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAZZ-F	103.9	Fuquay-Varina	1.4/3.6	WJMH-F	102.1	Reidsville	0.7/2.2
WCHL	1360	Chapel Hill	0.5/4.0	WKRR-F	92.3	Asheboro/Greensboro	0.5/3.5
WCLY	1550	Raleigh	0.7/1.2	WKTC-F	96.9	Tarboro/Rocky Mt	0.5/1.2
WDUR	1490	Durham	1.8/4.9	WMAG-F	99.5	High Point	0.5/2.4
WKIX	850	Raleigh	1.0/4.4	WPCM-F	101.1	Burlington	0.5/4.0
WSRC	1410	Durham	0.5/1.9				
WTIK	1310	Durham	0.4/1.2				
WYRN	1480	Louisburg	0.7/1.1				

RADIO STATIONS

WCLY, 1550, 1 KW	, BLACK	NBN,$ 16.00	(---)		
WDNC, 620, 5 KW/1 KW (DA-2)	, NOSTALGIA	CBS,$ 27.00	(Republic)		
WDUR, 1490, 1 KW	, BLACK	NBN,ABC-R,$ 24.00	(Eastman)	Pinnacle	
WKIX, 850, 10 KW/5 KW (DA-N)	, OLDIES	US 2,$ 22.00	(Mc-Guild)	Metroplex	
WLLE, 570, 500 W (DAYS)	, BLACK	SBN,$ 20.00	(Sp. Mkts.)		
WPTF, 680, 50 KW (DA-N)	, TALK/MOR	NBC,ABC-I,$ 73.00	(Mc-Guild)	Durham Life	
WTIK, 1310, 5 KW/1 KW (DA-1)	, COUNTRY	MBS,$ 17.00	(Golden)		
WDCG-F, 95.1, 99 KW @ 1141,	CHR	ABC-F,$ 65.00	(Republic)		
WFXC-F, 107.1, 3 KW @ 300,	BLACK	,$ 46.00	(Eastman)	Pinnacle	
WQDR-F, 94.7, 100 KW @ 1025,	COUNTRY	ABC-E,$ 64.00	(Mc-Guild)	Durham Life	
WRAL-F, 101.5, 100 KW @ 1900,	AC	,$105.00	(Katz)	Capitol-Goodmon	
WRDU-F, 106.1, 100 KW @ 1350,	AOR	SOURCE,$ 81.00	(MMR)	Voyager	
WYLT-F, 96.1, 98 KW @ 930,	SOFT AC	,$ 55.00	(Mc-Guild)	Metroplex	
WZZU-F, 93.9, 100 KW @ 1811,	CHR	,$ 50.00	(Torbet)	Village	
WTRG-F, 100.7, 100 KW @ 1968,	AC	,$ 57.00	(Banner)	Capitol-Johnson	
WQOK-F, 97.5, 100 KW @ 1020,	BLACK	ABC-C,$ 40.00	(HNWH)	Joyner	(S. BOSTON, VA)

RICHMOND

Arbitron Rank/Pop (12+): 55/700,200

MSA Rank/Pop: 62/830, 900
ADI # 58
Average Person Ratings: 17.2
Market TSL: 22.5 hours

Stations: 21/21
Diaries: 1032/678:1/57.9%
Sample Target: 1020
% Below Line: 0.0
% Not Listed: 10.0

1988 Revenue: $25,500,000
HH Inc.: $33,611
Retail $: 6.6 Bil
Pop per Station: 33,342
#1 Biller: WRVA $5,500,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WRVA (MOR)	191/15.9	12.3	11.7	12.7	14.6	13.1	210/2276	2035/29.1	28.0	27.7	70	13.8	179	1707	WRVA
2. WRVQ-F (CHR)	141/11.7	13.0	14.2	14.5	13.2	13.4	200/2314	1789/25.5	29.1	29.2	96	11.8	153	1953	WRVQ-F
3. WRXL-F (AOR)	139/11.6	11.2	13.9	10.8	13.2	11.9	165/1799	1557/22.2	20.4	22.7	115	13.3	172	1401	WRXL-F
4. WTVR-F (EZ)	98/ 8.1	4.6	5.2	7.0	5.5	6.2	119/1317	1031/14.7	11.9	12.5	70	4.9	64	676	WTVR-F
5. WCDX-F (B/U)	95/ 7.9	10.4	9.2	9.5	6.3	9.3	119/1170	1020/14.6	18.0	12.7	97	13.6	177	1478	WCDX-F
6. WPLZ-F (B)	94/ 7.8	8.2	7.7	8.6	9.5	8.1	102/1222	1089/15.6	16.1	15.9	106	10.8	140	1149	WPLZ-F
7. WMXB-F (AC)	80/ 6.7	7.9	8.7	8.6	7.9	8.0	121/1636	1258/18.0	18.1	19.2	158	6.9	89	1270	WMXB-F
8. WKHK-F (C)	64/ 5.3	6.0	3.3	2.7	2.9	4.3	83/1055	862/12.3	13.6	8.1	108	5.2	67	752	WKHK-F
9. WQSF-F (EZ)	31/ 2.6	3.3	4.2	3.9	6.3	3.5	48/581	433/ 6.2	9.2	12.3	165	1.4	18	275	WQSF-F
10.															

12+ FM SHARE (METRO): 71.28% (772 of 1083) (WIN 88: 72.38%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRVQ-F>>	1 WRXL-F>	1 WRXL-F	1 WRXL-F	1 WRXL-F	1 WRVA >>	1 WRVA >>	1 WRXL-F	1 WRXL-F	1 WRVQ-F	1 WRVA >>
2 WCDX-F>	2 WCDX-F	2 WRVQ-F	2 WRVQ-F	2 WRVQ-F<	2 WTVR-F>	2 WRVQ-F	2 WTVR-F<	2 WRVQ-F<	2 WRVA	2 WPLZ-F>>
3 WRXL-F	3 WRVQ-F	3 WCDX-F<	3 WMXB-F	3 WRVA <	3 WRVQ-F<	3 WRXL-F>	3 WRVA	3 WRVA >	3 WCDX-F	3 WRVQ-F
4 WPLZ-F	4 WPLZ-F>	4 WPLZ-F	4 WRVA	4 WMXB-F	4 WKHK-F	4 WCDX-F<	4 WMXB-F	4 WTVR-F	4 WPLZ-F<	4 WRXL-F<
5	5 WMXB-F	5 WMXB-F	5 WPLZ-F	5 WPLZ-F	5 WMXB-F	5 WPLZ-F	5 WRVQ-F>	5 WMXB-F	5 WRXL-F	5 WTVR-F<
6	6	6 WRVA	6 WCDX-F	6 WCDX-F	6	6	6 WCDX-F	WCDX-F	6	6 WKHK-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WCDX-F	1 WCDX-F	1 WRXL-F<	1 WRVQ-F	1 WRVQ-F
2 WRVQ-F>	2 WRXL-F<	2 WCDX-F	2 WCDX-F	WRVA
3 WRXL-F>	3 WRVQ-F>	3 WMXB-F	3 WMXB-F	3 WMXB-F>
4 WPLZ-F>	4 WPLZ-F<	4 WRVQ-F	4 WRXL-F	4 WCDX-F
5 WMXB-F	5 WMXB-F	WPLZ-F	5 WRVA	5 WRXL-F
6	6	6	WPLZ-F	WPLZ-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRXL-F>>	1 WRXL-F>>	1 WRXL-F>>	1 WRXL-F>>	1 WRXL-F>
2 WPLZ-F>	2 WPLZ-F<	2 WRVQ-F	2 WPLZ-F	2 WRVQ-F<
3 WRVQ-F	3 WRVQ-F	3 WPLZ-F	3 WRVQ-F	3 WRVA
4 WCDX-F>>	4 WCDX-F>	WCDX-F	4 WCDX-F	WMXB-F
5 WKHK-F	5 WMXB-F	5 WMXB-F	5 WMXB-F	5 WPLZ-F
6	6	6	6 WRVA	6 WCDX-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WANT	990	Richmond	1.2/4.4
WDYL-F	92.1	Chester/Richmnd	1.2/4.6
WFTH	1590	Richmond	1.1/1.6
WHAP	1340	Hopewell	0.3/1.3
WKIE	1540	Richmond	1.5/3.4
WLEE	1320	Richmond	1.2/2.6
WPLZ	1240	Petersburg	1.1/2.1
WPVA	1290	Col Heights/Pet	1.0/1.5
WRNL	910	Richmond	1.8/4.8
WTVR	1380	Richmond	0.5/2.9
WVMX-F	106.5	Richmond	1.2/6.7
WXGI	950	Richmond	0.3/1.5

RADIO STATIONS

WANT, 990, 1 KW/_____	, BLACK	NBN,$ 15.00	(K & P)		
WFTH, 1590, 5 KW (DAYS)	, GOSPEL	,$ 15.00	(---)	Willis	
WKIE, 1540, 10 KW (DAYS,DA)	, BLACK	,$ 18.00	(Roslin)		
WLEE, 1480, 5 KW (DA-2)	, SILENT	CBS,$ 29.00	(---)		
WRNL, 910, 5 KW (DA-N)	, OLDIES	UPI,$ NA	(Katz)	Capitol-Goodmon	
WRVA, 1140, 50 KW (DA-1)	, MOR	NBC,$109.00	(Christal)	Edens	
WTVR, 1380, 5 KW (DA-2)	, COUNTRY	ABC-E,$ NA	(Republic)	Park	
WCDX-F, 92.7, 3 KW @ 300	, BLACK	,$ 37.00	(Eastman)	Sinclair	
WMXB-F, 103.7, 20 KW @ 750	, AC	,$ 86.00	(Durpetti)	Ragan Henry	
WKHK-F, 95.3, 1.6 KW @ 400	, COUNTRY	,$ 35.00	(HNWh)	Brill	(COLONIAL HEIGHTS)
WRVQ-F, 94.5, 200 KW @ 355	, CHR	ABC-C,$ 97.00	(Christal)	Edens	
WRXL-F, 102.1, 140 KW @ 320	, AOR	,$ 85.00	(Katz)	Capitol-Goodmon	
WTVR-F, 98.1, 50 KW @ 840	, EZ	ABC-E,$ 53.00	(Republic)	Park	
WQSF-F, 96.5, 50 KW @ 500	, BTFL/EZ	,$ 45.00	(HNWH)		(WILLIAMSBURG)
WVMX-F, 106.5, 50 KW @ 240	, AC	,$ NA	(Banner)	Daytona	
WDYL-F, 92.1, 3 KW @ 300	, RELIGION	UPI,$ 15.00	(---)		(CHESTER)
WPLZ-F, 99.3, 3 KW @ 328	, BLACK	US 1,$ 70.00	(Mc-Guild)		(PETERSBURG)

RIVERSIDE-SAN BERNARDINO

Arbitron Rank/Pop (12+): 16/1,074,800

MSA Rank/Pop: 18/2,142,700
Los Angeles ADI
Average Person Ratings: 16.8
Market TSL: 22.25 hours

Stations: 41/17
Diaries: 1,191/902:1/48.12%
Sample Target: 1280
% Below Line: 46.1
% Not Listed: 12.7

1988 Revenue: $16,000,000
HH Inc.: $33,611
Retail $: 13.1 Bil
Pop per Station: 63,223
#1 Biller: KGGI-F $3,400,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KDUO-F (EZ)	181/10.0	8.0	5.6	8.1	8.1	7.9	228/2079	1633/15.2	10.5	13.5	16	5.2	87	845	KDUO-F
2. KGGI-F (CHR)	160/ 8.9	7.7	8.9	6.3	7.4	7.9	197/2578	2056/19.1	20.1	18.6	78	14.1	235	2552	KGGI-F
3. KRTH-F (AC)	105/ 5.8	5.8	6.5	5.4	4.8	5.9	141/2008	1457/13.6	14.5	12.8	145	3.8	63	962	KRTH-F
4. KLOS-F (AOR)	98/ 5.4	4.4	5.6	5.1	5.9	5.1	179/2158	1378/12.8	10.4	10.5	144	8.1	134	1258	KLOS-F
5. KOST-F (AC)	80/ 4.4	3.5	3.6	4.1	4.1	3.9	139/2084	1308/12.2	11.9	10.4	100	3.1	51	938	KOST-F
KIIS-F (CHR)	80/ 4.4	5.3	4.8	6.0	6.0	5.1	170/2533	1535/14.3	15.3	15.8	18	6.0	100	1613	KIIS-F
7. KFI (N/T)	77/ 4.3	3.4	3.2	3.2	2.8	3.5	104/1637	1092/10.2	10.4	9.9	44	5.5	92	921	KFI
8. KWDJ-F (C)	53/ 2.9	2.3	2.2	1.7	2.1	2.3	56/515	453/ 4.2	4.1	4.5	3	2.3	39	504	KWDJ-F
KCAL-F (AOR)	53/ 2.9	4.7	3.6	4.5	4.1	3.9	77/1189	850/ 7.9	9.4	8.7	38	6.4	106	1272	KCAL-F
10. KOLA-F (CHR)	49/ 2.7	2.3	1.6	2.6	3.1	2.3	54/1435	1255/11.7	9.7	10.8	63	3.7	62	931	KOLA-F
KBIG-F (AC)	49/ 2.7	2.4	2.0	2.3	2.5	2.3	72/1204	872/ 8.1	7.5	7.5	52	1.4	24	357	KBIG-F
12. KCKC (C)	44/ 2.4	2.3	5.1	4.3	2.6	3.5	46/541	511/ 4.8	5.0	4.9	162	3.9	64	743	KCKC
13.															

14. 12+ FM SHARE (METRO): 76.09% (1200 of 1577) (WIN 88: 77.49%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KGGI-F>>	1 KGGI-F	1 KGGI-F	1 KRTH-F<	1 KRTH-F	1 KDUO-F>>	1 KDUO-F	1 KDUO-F>	1 KGGI-F	1 KGGI-F>	1 KGGI-F>>
2 KIIS-F>	2 KLOS-F>	2 KLOS-F	2 KLOS-F	2 KLOS-F	2 KFI	2 KGGI-F	2 KRTH-F<	KDUO-F>	2 KOST-F<	2 KNX
3 KOLA-F	3 KCAL-F<	3 KRTH-F>	3 KGGI-F	3 KGGI-F	3 KRTH-F	3 KLOS-F	3 KGGI-F>	3 KLOS-F	3 KDUO-F>	3 KFI
4	4 KRTH-F	4 KOST-F	4 KDUO-F	4 KHSJ >	4 KCKC	4 KRTH-F	4 KLOS-F<	4 KRTH-F	4 KIIS-F	KDUC-F>>
5	5 KOST-F	5	5 KOST-F	5 KFWB <	5 KWDJ-F	5 KIIS-F	5 KOST-F	5 KOST-F	5 KFI	5
6	6 KIIS-F	6	6	6 KOST-F	6	6	6 KFI	KIIS-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KGGI-F>>	1 KGGI-F>	1 KGGI-F>	1 KGGI-F>	1 KDUO-F<
2 KOST-F	2 KOST-F	2 KLOS-F	2 KOST-F	2 KGGI-F>
KIIS-F	3 KIIS-F	3 KOST-F	3 KIIS-F<	3 KOST-F
4 KOLA-F>	4 KLOS-F	4 KCAL-F	4 KDUO-F<	4 KRTH-F<
5 KCAL-F	5 KCAL-F	5 KIIS-F	5 KLOS-F	5 KLOS-F
6	6	6	6 KRTH-F	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KGGI-F>	1 KLOS-F>	1 KLOS-F>	1 KLOS-F<	1 KRTH-F
2 KLOS-F>	2 KGGI-F	2 KRTH-F	2 KRTH-F>	2 KLOS-F>
3 KRTH-F	3 KRTH-F	3 KCAL-F>	3 KGGI-F>	3 KDUO-F<
4 KOLA-F	4 KCAL-F	4 KBIG-F	4 KCAL-F	4 KFI
5 KCAL-F	5	5 KWDJ-F	5 KFI	5 KCAL-F
6	6	6	6	6

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBON-F	103.9	Lake Arrowhead	1.0/3.4
KCAL	1410	Redlands	0.9/2.3
KDIF	1440	Riverside	1.3/2.1
KHSJ	1320	Hemet	0.6/1.4
KHYE-F	105.7	Hemet	1.1/2.1
KMEN	1290	San Bernardino	0.4/2.1
KNTF-F	93.5	Ontario	1.7/3.5
KQLN-F	95.1	San Bernardino	1.6/4.5
KRSO	590	San Bernardino	1.5/4.2

See Los Angeles for more information about the following:

KABC	790	1.4/4.2
KBIG-F	104.3	2.7/8.1
KNX	1070	1.8/7.9
KODJ-F	93.1	1.0/4.7
KOST-F	103.5	4.4/12.2
KPWR-F	105.9	1.2/5.6
KQLZ-F	100.3	1.1/4.1
KROQ-F	106.7	1.6/4.9
KRTH-F	101.1	5.8/13.6
KTNQ	1020	1.1/1.6
KTWV-F	94.7	1.6/6.1
KZLA-F	93.9	0.6/3.1
KFAC-F	92.3	1.6/4.2
KFI	640	4.3/10.2
KFWB	980	0.9/4.4
KIIS-F	102.7	4.4/14.3
KJOI-F	98.7	0.7/1.5
KKGO	540	0.9/2.4
KKGO-F	105.1	
KLAC	570	1.1/4.8
KLOS-F	95.5	5.4/12.8
KLSX-F	97.1	0.6/3.0
KLVE-F	107.5	0.7/1.3
KMPC	710	1.2/2.9
KNX	1070	1.8/7.9
KODJ-F	93.1	1.0/4.7
KOST-F	103.5	4.4/12.2
KPWR-F	105.9	1.2/5.6
KQLZ-F	100.3	1.1/4.1
KROQ-F	106.7	1.6/4.9
KRTH-F	101.1	5.8/13.6
KTNQ	1020	1.1/1.6
KTWV-F	94.7	1.6/6.1
KZLA-F	93.9	0.6/3.1

RADIO STATIONS

KCAL, 1410, 5 KW/1 KW (DA-N) , HISPANIC ,$ 19.00 (Lotus)
KCKC, 1350, 5 KW/500 W (DA-2) , COUNTRY ABC-I,$ 34.00 (HNWH)
KDIF, 1440, 1 KW (DA-1) , HISPANIC ,$ 18.00 (Katz Hisp.)
KRSO, 590, 1 KW (DA-2) , NEWS/TALK ABC-E,ABC-D,$ 25.00 (Katz) Henry
KMEN, 1290, 5 KW (DA-2) , OLDIES/AC ,$ 18.00 (Mc-Guild) American

KCAL-F, 96.7, 3 KW @ 300, AOR CBS-R,$ 42.00 (Torbet)
KDUO-F, 97.5, 72 KW @ 1530, BTFL/EZ ABC-D,$ 61.00 (Katz) Henry
KGGI-F, 99.1, 3 KW @ 1530, CHR ,$ 83.00 (Mc-Guild) American
KNTF-F, 93.5, 3 KW @ -165, COUNTRY ,$ 37.00 (---)
KOLA-F, 99.9, 31 KW @ 1630, CHR ABC-R,$ 41.00 (Banner)
KQLH-F, 95.1, 50 KW @ ?? , SOFT AC MBS,$ 40.00 (Eastman)
KWDJ-F, 92.7, 3 KW @ 300, COUNTRY MBS,$ 30.00 (Banner)

ROCHESTER

Arbitron Rank/Pop (12+): 43/832,200
MSA Rank/Pop: 47/983,200
ADI # 72
Average Person Ratings: 17.4
Market TSL: 22.25 hours

Stations: 20/15
Diaries: 1138/731:1/56.9%
Sample Target: 1130
% Below Line: 2.6
% Not Listed: 13.6

1988 Revenue: $24,500,000
HH Inc.: $38,832
Retail $: 6.8 Bil
Pop per Station: 55,480
#1 Biller: WVOR-F $5,300,000

12+ METRO		1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WCMF-F	(AOR)	222/15.3	17.1	16.5	16.0	15.2	16.2	246/2605	2282/27.4	28.9	24.2	102	22.8	319	2423	WCMF-F
2. WPXY-AF	(CHR)	158/10.9	12.5	14.5	13.4	14.9	12.8	176/2724	2455/29.5	29.3	32.0	80	14.0	191	2112	WPXY-AF
3. WHAM	(MOR)	138/ 9.5	8.5	8.9	10.7	8.7	9.4	155/2044	1836/22.1	19.1	18.9	72	9.1	128	1776	WHAM
4. WVOR-F	(AC)	131/ 9.0	9.2	8.2	9.6	9.4	9.0	156/2203	2009/24.1	22.2	24.1	152	7.6	106	1160	WVOR-F
5. WBEE-F	(C)	123/ 8.5	9.6	7.9	11.3	7.7	9.3	145/1439	1178/14.2	15.5	14.8	114	8.2	115	1249	WBEE-F
6. WZSH-F	(EZ)	108/ 7.4	5.9	6.2	6.4	6.9	6.5	127/1185	976/11.7	10.9	14.7	65	3.9	54	869	WZSH-F
7. WRMM-F	(AC)	89/ 6.1	7.8	6.9	6.1	6.4	6.7	104/1899	1744/21.0	17.2	15.6	134	6.1	86	1260	WRMM-F
8. WKLX-F	(O)	87/ 6.0	4.3	7.0	4.0	4.5	5.3	101/1823	1616/19.4	14.4	13.6	162	5.1	72	1062	WKLX-F
9. WDKX-F	(B)	75/ 5.2	4.6	4.6	3.9	5.9	4.6	81/869	809/ 9.7	10.4	9.0	87	8.4	117	1664	WDKX-F
10. WEZO	(BB)	44/ 3.0	3.4	2.2	2.9	3.2	2.9	45/609	589/ 7.1	6.6	6.8	40	0.9	13	283	WEZO

12+ FM SHARE (METRO): 82.20% (1030 of 1253) (WIN 88: 82.91%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPXY-AF>>	1 WCMF-F>>	1 WCMF-F>	1 WCMF-F	1 WCMF-F	1 WHAM	1 WCMF-F	1 WCMF-F>	1 WCMF-F	1 WPXY-AF<	1 WHAM >>
2 WCMF-F>>	2 WPXY-AF	2 WVOR-F	2 WVOR-F	2 WVOR-F>	2 WZSH-F<	2 WHAM	2 WVOR-F<	2 WPXY-AF>	2 WCMF-F>	2 WCMF-F
3 WDKX-F	3 WVOR-F>	3 WPXY-AF	3 WKLX-F	3 WKLX-F	3 WBEE-F	3 WVOR-F	3 WZSH-F	3 WBEE-F<	3 WHAM	3 WBEE-F
4	4 WDKX-F<	4 WKLX-F	4 WPXY-AF	WBEE-F	4 WVOR-F>	4 WPXY-AF>	4 WBEE-F	4 WZSH-F<	4 WBEE-F>	4 WPXY-F
5	5 WKLX-F	5 WRMM-F	5 WBEE-F	5 WPXY-AF	5 WRMM-F	5 WZSH-F<	5 WHAM	5 WVOR-F	5 WDKX-F	5 WKLX-F
6	6	6 WBEE-F	6 WRMM-F>	6 WRMM-F	6 WKLX-F	6 WBEE-F	6	6 WHAM	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WCMF-F>	1 WCMF-F>	1 WCMF-F	1 WVOR-F<	1 WVOR-F>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>>
2 WPXY-AF>	2 WPXY-AF	2 WVOR-F	2 WPXY-AF<	2 WPXY-AF	2 WPXY-AF>	2 WPXY-AF	2 WKLX-F	2 WKLX-F	2 WVOR-F
3 WDKX-F	3 WVOR-F>	3 WPXY-AF>	3 WCMF-F	3 WRMM-F	3 WDKX-F>	3 WKLX-F	3 WVOR-F	3 WVOR-F	3 WKLX-F<
4 WRMM-F	4 WDKX-F	4 WKLX-F	4 WRMM-F>	4 WCMF-F	4 WVOR-F	4 WVOR-F>	4 WBEE-F	4 WPXY-AF<	4 WBEE-F
5 WVOR-F>>	5 WRMM-F	5 WRMM-F	5 WKLX-F	WBEE-F	WKLX-F	5 WDKX-F	5 WPXY-AF	5 WBEE-F	5 WHAM
6	6	6	6	6 WKLX-F	WHAM	6	6	6	6

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBBF	950	Rochester	0.8/2.7
WFLC-F	102.3	Canadaigua	0.4/0.9
WWWG	1460	Rochester	0.5/3.0
WYSL	1030	Rochester	1.0/2.5
WBEN	930	Buffalo	0.3/1.0
WKSE-F	98.5	Niagara Falls	0.4/1.0
WMHR-F	102.9	Syracuse	0.3/1.2
WMJQ-F	102.5	Buffalo	1.0/3.0
WPCX-F	106.9	Auburn	0.6/1.1

RADIO STATIONS

WBBF, 950, 1 KW (DA-2), COUNTRY US 2,$ 25.00 (Katz) Heritage
WHAM, 1180, 50 KW, MOR CBS,NBC-T,$ 59.00 (Mc-Guild) Lincoln
WEZO, 990, 5 KW/2.5 KW (DA-2), NOSTALGIA ABC-I,$ 23.00 (Christal) Atlantic Ventures
WWWG, 1460, 5 KW (DA-N), RELIGION ,$ 12.00 (---) Brandon

WBEE-F, 92.5, 50 KW @ 500, COUNTRY US 2,$ 52.00 (Katz) Heritage
WCMF-F, 96.5, 50 KW @ 457, AOR ,$ 95.00 (Torbet) Stoner
WDKX-F, 103.9, 1 KW @ 530, BLACK NBN,$ 35.00 (Roslin)
WKLX-F, 98.9, 37 KW @ 560, OLDIES ,$ 47.00 (Durpetti)
WPXY-F, 97.9, 50 KW @ 456, CHR ,$ 75.00 (MMR)
WRMM-F, 101.3, 27 KW @ 637, SOFT AC ABC-E,$ 61.00 (Christal) Atlantic Ventures
WVOR-F, 100.5, 50 KW @ 490, AC ,$104.00 (Mc-Guild)
WZSH-F, 95.1, 11 KW @ 993, BTFL/EZ ,$ 39.00 (Republic) (BRISTOL CENTER)

SACRAMENTO

Arbitron Rank/Pop (12+): 31/1,157,300

MSA Rank/Pop: 34/1,352,100
ADI # 20
Average Person Ratings: 17.1
Market TSL: 22.50 hours

Stations: 28/20
Diaries: 1251/925:1/51.6%
Sample Target: 1240
% Below Line: 5.0
% Not Listed: 12.7

1988 Revenue: $47,200,000
HH Inc.: $35,054
Retail $: 10.1 Bil
Pop per Station: 57,865
#1 Biller: KRAK-AF $9,300,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KCTC-F (EZ)	165/ 8.3	7.0	7.5	8.7	11.4	7.9	204/2331	1796/15.5	14.5	17.4	83	4.5	91	999	KCTC-F
2. KFBK (N/T)	162/ 8.2	9.8	8.8	7.8	8.9	8.4	236/3008	2226/19.2	19.0	19.7	78	10.0	201	2041	KFBK
3. KRAK-F (C)	150/ 7.6	7.1	9.0	5.5	7.5	7.3	206/2913	1961/16.9	15.0	16.0	112	7.1	143	1653	KRAK-F
4. KRXQ-F (AOR)	140/ 7.1	5.8	5.8	5.8	6.7	6.1	186/2021	1714/14.8	13.6	12.7	75	8.0	161	1695	KRXQ-F
5. KQPT-F (J/NA)	126/ 6.4	7.0	4.3	2.7	0.0	5.1	136/1430	1359/11.7	14.1	0.0	142	4.7	95	1442	KQPT-F
6. KXOA-F (AC)	122/ 6.1	5.9	6.8	6.9	8.1	6.4	163/2550	1914/16.5	18.2	18.6	143	5.8	116	1364	KXOA-F
7. KSFM-F (CHR)	119/ 6.0	5.2	5.6	6.2	5.1	5.8	158/2908	2138/18.5	19.0	17.9	75	7.6	153	2531	KSFM-F
8. KZAP-F (AOR)	110/ 5.5	5.2	6.2	7.3	7.0	6.1	151/2251	1579/13.6	13.5	16.0	125	5.8	116	1397	KZAP-F
9. KROY-F (CHR)	95/ 4.8	5.5	5.3	5.4	4.0	5.3	110/2206	1846/16.0	15.2	13.9	65	7.1	143	1989	KROY-F
10. KRAK (C)	82/ 4.1	4.2	3.5	3.4	3.4	3.8	174/1804	957/ 8.3	9.5	8.5	78	4.0	80	934	KRAK
11. KHYL-F (O)	76/ 3.8	5.1	4.2	4.1	2.7	4.3	96/1810	1283/11.1	13.4	9.3	153	5.7	115	1082	KHYL-F
12. KAER-F (AC)	74/ 3.7	3.3	3.0	3.1	3.7	3.3	88/1426	1193/10.3	10.1	11.3	138	3.5	70	884	KAER-F
13. KWOD-F (CHR)	73/ 3.7	4.1	3.5	4.6	6.5	4.0	86/1926	1550/13.4	15.1	18.6	51	5.9	118	1568	KWOD-F
14.															
15.															

12+ FM SHARE (METRO): 74.48% (1290 of 1732) (WIN 88: 73.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KROY-F	1 KRXQ-F>	1 KRXQ-F	1 KQPT-F<	1 KQPT-F	1 KCTC-F	1 KFBK >	1 KCTC-F	1 KRAK-F<	1 KRXQ-F	1 KCTC-F<
2 KWOD-F	2 KZAP-F	2 KZAP-F	2 KXOA-F	2 KXOA-F<	2 KFBK >	2 KSFM-F	2 KFBK	2 KRXQ-F	KQPT-F	2 KFBK >>
3 KSFM-F>>	3 KSFM-F	KQPT-F<	3 KRAK-F<	3 KRAK-F	3 KRAK-F	3 KCTC-F	3 KRAK-F	3 KCTC-F	3 KFBK	3 KQPT-F
4	4 KRAK-F<	4 KXOA-F	4 KZAP-F	4 KZAP-F	4 KQPT-F	4 KRAK-F	4 KXOA-F<	4 KQPT-F<	4 KROY-F	4 KRXQ-F<
5	5 KXOA-F	5 KRAK-F	5 KHYL-F	KCTC-F	5 KRAK <	5 KXOA-F<	5 KZAP-F	5 KSFM-F<	5 KCTC-F	5 KRAK-F<
6	KQPT-F	6 KSFM-F	6 KRXQ-F<	6 KFBK	6 KXOA-F>	6 KRXQ-F	6 KRXQ-F<	6 KXOA-F	6 KWOD-F	6 KRAK
							7 KZAP-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KSFM-F	1 KSFM-F	1 KXOA-F	1 KXOA-F	1 KXOA-F
2 KROY-F>	2 KXOA-F	2 KRAK-F	2 KQPT-F	2 KRAK-F
3 KRXQ-F	KRAK-F	3 KAER-F>	3 KSFM-F	3 KQPT-F
KRAK-F	4 KROY-F	4 KZAP-F	KRAK-F>	KCTC-F>
5 KWOD-F>	5 KRXQ-F	5 KQPT-F	5 KAER-F<	5 KAER-F
6 KQPT-F	KAER-F	6 KSFM-F	6 KCTC-F<	6 KHYL-F
		KHYL-F	7 KROY-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRXQ-F>>	1 KRXQ-F>	1 KRXQ-F	1 KRXQ-F	1 KZAP-F
2 KZAP-F>	2 KZAP-F>	2 KZAP-F	2 KZAP-F>	2 KQPT-F
3 KSFM-F	3 KQPT-F	3 KQPT-F>	3 KQPT-F	3 KRXQ-F
4 KWOD-F>	4 KSFM-F>	4 KHYL-F	4 KRAK-F	KFBK <
5 KAER-F>	5 KAER-F<	5 KXOA-F	5 KFBK <	5 KRAK-F
6 KRAK-F	6 KHYL-F<	KSFM-F	6 KHYL-F	6 KHYL-F
		KFBK		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KFIA	710	Carmichael	0.6/2.8
KGNR	1320	Sacramento	1.2/3.9
KRCX	1110	Roseville/Sacramento	1.3/2.0
KSAC	1240	Sacramento	0.7/1.8
KSMJ	1380	Sacramento	0.6/2.5
KYLO-F	105.5	Davis/Sacramento	0.7/3.2
KCBS	740	San Francisco	0.5/2.3
KFRC	610	San Francisco	1.4/3.5
KGO	810	San Francisco	0.8/2.9
KMEL-F	106.1	San Francisco	0.6/1.7
KNBR	680	San Francisco	1.1/3.8
KODS-F	103.7	Carnelian	0.4/1.2
KOIT	1260	San Francisco	
KOIT-F	96.5	San Francisco	0.3/0.9

RADIO STATIONS

AM STATIONS

KFBK,	1530,	50 KW (DA-2)	, NEWS	APR,NBC,	$ 98.00	(Group W)	Westinghouse
KFIA,	710,	10 KW/250W(DA-2),	RELIGION	CNN,	$ 24.00	(---)	
KGNR,	1320,	5 KW (DA-2)	, OLDIES	CBS,	$ 34.00	(Christal)	Tribune Co.
KRAK,	1140,	50 KW (DA-2)	, COUNTRY	,	$ 75.00	(Katz)	EZ
KRCX,	1110,	5 KW/500 W	, HISPANIC	,	$ 40.00	(Katz Hisp)	Fuller-Jeffrey
KSAC,	1240,	1 KW	, CLASSICAL	,	$ 36.00	(CMBS)	
KSMJ,	1380,	5 KW (DA-2)	, OLDIES	SMN,	$ 34.00	(MMR)	Genesis
KXOA,	1470,	5 KW/1 KW(DA-2),	NOSTALGIA	APR,	$ 37.00	(Banner)	Brown

FM STATIONS

KAER-F,	92.5,	50 KW @ 449,	SOFT AC	,	$ 49.00	(Group W)	Westinghouse	
KCTC-F,	96.1,	50 KW @ 476,	BTFL/EZ	,	$ 85.00	(Christal)	Tribune Co.	
KQPT-F,	100.5,	115 KW @ 380,	JAZZ/NEW AGE	Source,	$ 37.00	(Republic)	Duchoissois	
KRAK-F,	105.1,	50 KW @ 500,	COUNTRY	,	$100.00	(Katz)	EZ	
KROY-F,	96.9,	50 KW @ 500,	CHR	US 1,Source,	$ 55.00	(Christal)	Great American	
KRXQ-F,	93.7,	25 KW @ 324,	AOR	,	$ 61.00	(Torbet)	Fuller-Jeffrey	
KWOD-F,	106.5,	50 KW @ 310,	CHR	ABC-F,CBS-R,	$ 57.00	(CBS)		
KXOA-F,	107.9,	50 KW @ 420,	AC	,	$125.00	(Banner)	Brown	
KZAP-F,	98.5,	50 KW @ 495,	AOR	,	$ 96.00	(Mc-Guild)	Nationwide	
KSFM-F,	102.5,	50 KW @ 500,	CHR	,	$ 94.00	(MMR)	Genesis	(WOODLAND)
KHYL-F	101.1,	36 KW @ 567,	OLDIES	,	$ 40.00	(Eastman)	Parker	(AUBURN)

American Radio Winter, 1989, Copyright 1989

ST. LOUIS

Arbitron Rank/Pop (12+): 15/2,037,500

MSA Rank/Pop: 13/2,462,200
ADI # 18
Average Person Ratings: 17.9
Market TSL: 23.5 hours

Stations: 31/31
Diaries: 1825/1116:1/59.1%
Sample Target: 1740
% Below Line: 0.0
% Not Listed: 3.9

1988 Revenue: $65,400,000
HH Inc.: $35,349
Retail $: 16.9 Bil
Pop per Station: 65,725
#1 Biller: KMOX $20,500,000

12+ METRO		1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA ~~1/4/CUME~~	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KMOX	(N/T)	683/18.7	17.1	23.5	25.0	21.3	21.1	790/8106	6933/34.0	34.3	34.6	70	16.1	590	6375	KMOX
2. KSHE-F	(AOR)	304/ 8.3	9.9	9.9	9.5	10.0	9.4	382/4931	3888/19.1	20.9	20.2	93	12.3	451	4624	KSHE-F
3. KEZK-F	(EZ)	282/ 7.7	8.4	7.0	6.0	6.9	7.3	325/3896	3446/16.9	17.4	14.4	82	5.5	202	1991	KEZK-F
4. KLOU-F	(AC)	254/ 7.0	5.8	5.4	4.8	6.0	5.8	277/3927	3397/16.7	17.8	17.9	157	5.9	216	2715	KLOU-F
5. WKBQ-F	(CHR)	233/ 6.4	3.6	3.7	3.2	3.0	4.2	254/3892	3545/17.4	14.2	11.9	53	7.2	266	3273	WKBQ-F
6. KMJM-F	(B)	201/ 5.5	6.5	5.6	6.4	7.0	6.0	206/2214	2150/10.6	10.8	10.9	89	11.4	420	3234	KMJM-F
7. KYKY-F	(AC)	184/ 5.0	5.1	2.9	4.0	5.0	4.3	190/2914	2730/13.4	13.2	13.2	136	3.9	142	2872	KYKY-F
8. WIL -F	(C)	177/ 4.9	5.8	5.3	6.2	5.4	5.6	232/3162	2434/11.9	13.2	11.8	131	5.6	206	2407	WIL -F
9. KSD -F	(AOR)	170/ 4.7	6.8	5.6	5.3	5.3	5.6	181/3152	2911/14.3	16.4	14.4	145	6.8	250	3563	KSD -F
10. WKKX-F	(C)	111/ 3.0	2.4	3.0	2.1	1.8	2.6	118/1751	1582/ 7.8	6.2	5.5	130	2.6	96	1344	WKKX-F
KRJY-F	(AC)	111/ 3.0	3.5	2.5	3.7	2.0	3.2	114/1925	1878/ 9.2	11.1	7.1	153	1.4	50	873	KRJY-F
12. KUSA	(C)	67/ 1.8	1.4	1.7	1.8	1.6	1.7	104/1958	1144/ 5.6	5.2	6.4	78	1.2	44	804	KUSA
KSTZ-F	(AC)	67/ 1.8	1.6	1.7	1.3	0.9	1.6	119/2677	2199/10.8	5.6	3.8	78	1.7	64	1346	KSTZ-F
14. KATZ	(B)	58/ 1.6	2.0	1.6	1.9	2.2	1.8	59/760	750/ 3.7	3.9	4.3	131	1.4	52	854	KATZ
15. WEW	(BB)	52/ 1.4	0.7	0.8	0.8	0.8	0.9	53/575	559/ 2.7	2.0	1.4	21	0.7	24	258	WEW
16. WMRY-F	(AOR)	50/ 1.4	1.6	1.5	2.3	2.0	1.7	51/1334	1316/ 6.5	5.3	6.5	107	1.6	59	1141	WMRY-F
17. WIL	(C)	43/ 1.2	0.8	1.1	1.0	1.0	1.0	44/885	825/ 4.0	3.3	2.9	58	0.7	27	624	WIL
KXOK	(N/T)	43/ 1.2	1.3	0.6	0.4	0.5	0.9	49/1165	978/ 4.8	4.2	3.4	58	0.5	18	423	KXOK
KFUO-F	(CL)	43/ 1.2	1.3	1.1	1.0	1.3	1.1	47/1153	1099/ 5.4	5.0	3.1	83	0.9	34	795	KFUO-F
20.																

12+ FM SHARE (METRO): 66.66% (2277 of 3416) (WIN 88: 63.90%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKBQ-F>>	1 KSHE-F>	1 KSHE-F	1 KLOU-F	1 KMOX	1 KMOX >>	1 KMOX >>	1 KMOX >	1 KMOX >	1 KMOX >	1 KMOX >>
2 KSHE-F	2 KMJM-F<	2 KLOU-F	2 KMOX >	2 KLOU-F>	2 KEZK-F>	2 KSHE-F	2 KEZK-F	2 KSHE-F	2 WKBQ-F	2 KMJM-F>>
3 KMJM-F	3 KSD -F	3 KMOX	3 KSHE-F	3 KSHE-F	3 KLOU-F	3 KEZK-F	3 KSHE-F<	3 WKBQ-F<	3 KMJM-F	3 KSHE-F>>
4	4 WKBQ-F	4 KYKY-F<	4 KSD -F<	4 KYKY-F	4 WIL -F>>	4 KSD -F<	4 KLOU-F>	4 KLOU-F	4 KSHE-F>	4 KEZK-F>>
5	KYKY-F>	5 KSD -F<	5 KYKY-F	KSD -F	5 KYKY-F	5 WIL -F	5 KYKY-F	KEZK-F>	5 KLOU-F	5 WIL -F
6	6 K~~LOU~~-F	6 KMJM-F	6 WIL -F	6 WIL -F<	KRJY-F	KYKY-F<	6 WIL -F	6 KYKY-F	6 KEZK-F	6
7	7 KMOX	7 WKBQ-F	7 KMJM-F	7 KEZK-F	7	7 KMJM-F<	7 KSD -F	7 KSD -F	7	
8	8	8	8	8	8	8 WKBQ-F	8 WKBQ-F	8	8	8
						KLOU-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WKBQ-F	1 KYKY-F<	1 KSD -F<	1 KYKY-F	1 KMOX
2 KSHE-F<	2 WKBQ-F<	2 KLOU-F	2 KLOU-F	2 KLOU-F
3 KYKY-F>	3 KSHE-F	3 KYKY-F	3 WKBQ-F	3 KYKY-F
4 KMJM-F	4 KSD -F	4 KSHE-F	4 KSD -F	4 KEZK-F
5 KSD -F>>	5 KMJM-F	5 KMJM-F	5 KSHE-F<	5 KSD -F
6	6 KLOU-F>>	6 WKBQ-F	6 KMOX	6 WIL -F
	7	7	7 KMJM-F>	7
8	8	8	8	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSHE-F>>	1 KSHE-F>>	1 KSHE-F>	1 KSHE-F>	1 KMOX
2 KMJM-F>>	2 KMJM-F	2 KSD -F	2 KMOX <	2 KLOU-F
3 WKBQ-F>	3 KSD -F	KMOX >	3 KLOU-F>	3 KSHE-F>
4 KSD -F	4 KMOX >	4 KYKY-F	4 KMJM-F	4 KSD -F<
5 WMRY-F	5 WKBQ-F<	5 KMJM-F	5 KSD -F>	5 WIL -F>
6 WKKX-F	6 KYKY-F<	KLOU-F	6 WIL -F	6 WKKX-F<
7 KATZ-F	7 WMRY-F	7 WMRY-F	7 WKKX-F	7 KYKY-F
8 ~~KSTZ-F~~	~~8~~	8 WKKX-F	8 KYKY-F	8

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KATZ-F	100.3	Alton	1.0/4.5
KGLD	1380	—St. Louis	0.9/3.9
KIRL	1460	St. Charles/StL	0.3/1.3
KLTH-F	97.1	Florissant/St.L	0.7/2.7
KSIV	1320	Clayton/St. L.	0.7/2.4
KSTL	690	St. Louis	0.3/0.8
WBGZ	1570	Alton	0.4/1.3
WCBW-F	104.9	Columbia/St. L.	0.8/3.2
WESL	1490	E. St. Louis	0.9/2.4
WGNU	920	Granite City	0.5/1.5
WIBV	1260	Belleville	0.5/1.9
WKLL	590	Wood River/St.L	0.6/1.7

RATIO STATIONS

AM STATIONS

KATZ,	1600,	5 KW (DA-N)	, BLACK	NBN,	$ 42.00	(K & P)	Interurban
KGLD,	1380,	5 KW/1 KW (DA-2)	, OLDIES	US1,	$ 38.00	(Republic)	Chase
KMOX,	1120,	50 KW	, TALK	CBS,	$335.00	(CBS)	CBS
KSIV,	1320,	5 KW/125 W	, RELIGION	,	$ 18.00	(---)	Bott
KSTL,	690,	1 KW (DAYS)	, RELIGION	,	$ 14.00	(---)	
KUSA,	550,	5 KW (DA-N)	, COUNTRY	ABC-I,	$ 52.00	(Mc-Guild)	Gannett
KXEN,	1010,	50 KW (DAYS, DA)	, RELIGION	,	$ 12.00	(---)	Mid American Gospel
KXOK,	630,	5 KW (DA-2)	, TALK	MSB,	$ 35.00	(---)	
WESL,	1490,	1 KW/250 W (DA-1)	, BLACK	SBN,	$ 24.00	(K & P)	
WEW ,	770,	1 KW (DAYS)	, NOSTALGIA	,	$ 24.00	(---)	
WIL ,	1430,	5 KW (DA-2)	, COUNTRY OLDIES	ABC-E,	$ NA	(Banner)	Heritage
WKLL,	590,	1 KW (DA-1)	, NOSTALGIA	NBC,	$ 50.00	(MMR)	Adams

FM STATIONS

KRJY,	93.7,	100 KW @ 650,	SOFT AC	NBC,	$ 53.00	(Banner)		
KATZ,	100.3,	50 KW @ 495,	BLACK	NBN,	$ 37.00	(K & P)	Interurban	(ALTON,IL)
KEZK,	102.5,	100 KW @ 500,	BTFL/EZ	,	$ 90.00	(MMR)	Adams	
KFUO,	99.1,	100 KW @ 557,	CLASSICAL	,	$ 45.00	(CMBS)		
KLOU,	103.3,	100 KW @ 1212,	OLDIES	CBS-R,	$ 73.00	(CBS)	CBS	
KLTH,	97.1,	100 KW @ 560,	AC/JAZZ/NEW AGE	SMN,	$ 43.00	(---)		
KMJM,	101.7,	100 KW @ 1019,	URBAN	,	$ 90.00	(Christal)	Noble	
KSD ,	93.7,	100 KW @ 850,	CLASSIC ROCK	,	$ 85.00	(Mc-Guild)	Gannett	
KSHE,	94.7,	100 KW @ 1019,	AOR	,	$155.00	(HNWH)	Emmis	
KYKY,	98.1,	100 KW @ 580,	AC	,	$118.00	(MMR)	EZ	
WCBW,	104.9,	3 KW @ 235,	RELIGION	,	$ 20.00	(---)	Universal	
WIL ,	92.3,	97 KW @ 900,	COUNTRY	ABC-E,	$ 68.00	(Banner)	Heritage	
WKBQ,	106.5,	39 KW @ 592,	CHR	,	$ 62.00	(Republic)	Chase	
WKKX,	104.1,	50 KW @ 500,	COUNTRY	,	$ 43.00	(Roslin)		
WMRY,	101.1,	50 KW @ 320,	AOR	Source,	$ 51.00	(Torbet)		(JERSEYVILLE, IL)

SALINAS-MONTEREY-SANTA CRUZ

Arbitron Rank/Pop (12+): 75/487,600
ADI# 106
MSA Rank/Pop: Santa Cruz - NA
Salinas/Monterey - 133/355,600
Average Person Ratings: 17.6
Market TSL: 23.5 hours

Stations: 33/20
Diaries: 936/521:1/54.4%
Sample Target: 860
% Below Line: 31.3
% Not Listed: 14.8

1988 Revenue: $11,500,000
HH Inc.: $38,420
Retail $: 3.6 Bil
Pop per Station: 24,380
#1 Biller: KWAV-F $1,700,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KDON-F (CHR)	75/ 8.7	8.7	9.2	8.9	8.8	8.9	81/1258	1135/23.3	22.0	20.3	78	11.8	95	1476	KDON-F
2. KGO (N/T)	68/ 7.9	7.5	7.5	7.6	8.3	7.6	71/786	740/15.2	14.4	16.8	65	7.7	62	707	KGO
3. KTOM-AF (C)	64/ 7.4	5.8	5.8	5.2	7.0	5.1	64/711	699/14.3	10.7	10.4	86	7.2	58	642	KTOM-AF
4. KWSS-F (CHR)	54/ 6.3	6.8	8.8	7.3	6.9	7.3	60/1178	1064/21.8	19.4	19.1	97	9.6	77	1109	KWSS-F
5. KBAY-F (EZ)	51/ 5.9	3.4	4.0	5.3	3.8	4.7	58/566	518/10.6	9.3	9.9	68	4.4	35	406	KBAY-F
6. KWAV-F (AC)	46/ 5.3	5.9	3.0	3.9	4.2	4.5	46/683	674/13.8	14.2	13.6	168	4.6	37	470	KWAV-F
KMBY-F (AOR)	46/ 5.3	5.0	4.2	4.2	5.8	4.7	49/690	678/13.9	11.9	11.7	100	8.1	65	653	KMBY-F
8. KOCN-F (AC)	34/ 4.0	5.2	3.0	3.3	3.3	3.9	34/469	469/ 9.6	8.7	7.7	152	3.0	24	343	KOCN-F
9. KBOQ-F (CL)	33/ 3.8	3.4	2.5	2.2	3.2	3.0	33/386	386/ 7.9	8.8	7.0	145	3.9	31	447	KBOQ-F
10. KXDC-AF (EZ)	27/ 3.1	4.3	2.3	1.9	0.7	2.9	27/245	245/ 5.0	5.7	1.5	42	0.7	6	166	KXDC-AF
11. KCBS (N/T)	24/ 2.8	2.9	3.4	4.4	2.5	3.4	24/444	437/ 9.0	9.5	8.6	61	2.4	19	294	KCBS
12. KLFA-F (SP)	23/ 2.7	1.5	3.5	2.7	1.9	2.6	23/146	146/ 3.0	2.8	2.2	100	1.0	8	133	KLFA-F
13. KLRS-F (J/NA)	20/ 2.3	1.6	1.3	3.0	2.0	2.0	21/394	383/ 7.9	5.7	6.4	148	2.5	20	273	KLRS-F
14. KOME-F (AOR)	19/ 2.2	1.7	1.0	0.5	1.2	1.4	19/236	233/ 4.8	4.7	3.6	145	1.4	11	181	KOME-F
15.															

12+ FM SHARE (METRO): 74.90% (549 of 733) (WIN 88: 66.62%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDON-F>	1 KDON-F	1 KDON-F	1 KWAV-F	1 KWAV-F	1 KGO >	1 KGO	1 KTOM-AF	1 KDON-F>	1 KDON-F	1 KGO >>
2 KWSS-F>>	2 KMBY-F	2 KMBY-F<	2 KDON-F	2 KDON-F	2 KTOM-AF<	2 KTOM-AF	2 KGO <	2 KWSS-F<	2 KGO >	2 KWAV-F
3	3 KWSS-F	3 KWAV-F	3 KTOM-AF	3 KTOM-AF	3 KBAY-F>	3 KDON-F	3 KDON-F<	3 KWAV-F	3 KWSS-F	3 KCTY
4	KWAV-F>	4 KTOM-AF	KOCN-F	4 KWSS-F	4 KBOQ-F	4 KWSS-F	4 KMBY-F	4 KTOM-AF	4 KXDC-AF	4
5	5 KTOM-AF	5 KWSS-F	5 KWSS-F	KOCN-F	5 KXDC-AF	5 KWAV-F	5 KBAY-F	KBAY-F<	5 KBAY-F	5
6	6	6	KMBY-F	6	6 KCBS	6	6 KWSS-F	6 KMBY-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KDON-F>>	1 KDON-F	1 KWAV-F>	1 KDON-F	1 KWAV-F>	1 KMBY-F>>	1 KMBY-F>	1 KOME-F	1 KMBY-F>	1 KMBY-F
2 KWSS-F>>	2 KWSS-F	2 KWSS-F	2 KWAV-F	2 KWSS-F	2 KDON-F	2 KDON-F	KDON-F	2 KDON-F	KDON-F<
3 KTOM-AF	3 KWAV-F>>	3 KDON-F	3 KWSS-F>	3 KOCN-F	3 KTOM-AF>	3 KOME-F>	3 KMBY-F>	3 KTOM-AF	3 KTOM-AF
KLFA-F	4 KTOM-AF	4 KOCN-F	4 KTOM-AF	KDON-F	4 KSJO-F	4 KTOM-AF<	4 KWAV-F	4 KOME-F	4 KBOQ-F
5 KWAV-F	5 KOCN-F	5 KTOM-AF	5 KOCN-F	5 KTOM-AF	5 KOME-F	5 KLFA-F	5 KOCN-F	5 KWAV-F	5 KWAV-F
6	KLFA-F	KMBY-F	6	6	KLFA-F	6 KWAV-F	6	6	6

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCTY	980	Salinas	2.1/4.3
KHIP-F	93.5	Hollister	1.2/4.9
KLRS	1080	Santa Cruz	0.2/1.1
KNZS	1540	Capitola	0.9/2.8
KOMY	1340	Watsonville	0.9/3.5
KPIG-F	107.5	Freedom	2.1/4.5
KRAY-F	103.9	Salinas	2.0/5.5
KRKC	1490	King City	0.3/1.8
KTGE	1570	Salinas	1.4/3.4
KARA-F	105.7	Santa Clara	0.7/2.1
KAZA	1290	Gilroy	0.8/2.0
KDFC	1220	Palo ALto	0.0/0.3
KDFC-F	102.1	San Francisco	0.6/2.1
KEZR-F	106.5	San Jose	0.3/1.9
KMEL-F	106.1	San Francisco	0.9/2.7
KNBR	680	San Francisco	1.4/5.1
KSJO-F	92.3	San Jose	1.4/4.1

RADIO STATIONS

KCTY,	980,	1 KW/480 W (DA-1)	, HISPANIC	,$ 26.00	(Lotus)		
KDON,	1460,	5 KW (DA-1)	, HISPANIC	SMN,$ 15.00	(Katz)	Henry	
KOMY,	1340,	1 KW	, NOSTALGIA	MBS,$ 12.00	(Radio Time)		(WATSONVILLE)
KTGE,	1570,		, HISPANIC	,$ 17.00	(Katz Hisp.)		
KTOM,	1380,	5 KW (DA-2)	, COUNTRY	ABC-E,$ 20.00	(MMR)	Comm. Pacific	
KBOQ-F,	92.7,	1 KW @ 570,	CLASSICAL	,$ 24.00	(Durpetti)		(MARINA)
KDON-F,	102.5,	19 KW @ 2270,	CHR	,$ 37.00	(Katz)	Henry	
KHIP-F,	93.5,	3 KW @ ?? ,	CLASSIC ROCK	,$ NA	(Eastman)		(HOLLISTER)
KLFA-F,	93.9,	6 KW @ 700,	HISPANIC	,$ 20.00	(Caballero)		(KING CITY)
KLRS-F,	99.1,	1 KW @ 2890,	NEW AGE	,$ 28.00	(Mc-Guild)	Fuller-Jeffrey	-
KMBY-F,	107.1,	1 KW @ 1570,	AOR	,$ 31.00	(Banner)		
KOCN-F,	104.9,	1 KW @ 500,	AC	MBS,$ 22.00	(Torbet)		
KRAY-F,	103.9,	3 KW @ 165,	HISPANIC	,$ 26.00	(Lotus)		
KTOM-F,	100.7,	1 KW @ 2575,	COUNTRY	ABC-E,$ 30.00	(MMR)	Comm. Pacific	
KWAV-F,	96.9,	18 KW @ 2575,	AC	APR,$ 43.00	(HNWH)	Buckley	
KXDC-F,	101.7,	1 KW @ 590,	BTFL/EZ	,$ 15.00	(CHristal)	Woods	

SALT LAKE CITY

Arbitron Rank/Pop (12+): 38/999,300

MSA Rank/Pop: 45/1,061,100
ADI # 41
Average Person Ratings: 15.9
Market TSL: 21.0 hours

Stations: 35/35
Diaries: 1303/767:1/59.9%
Sample Target: 1240
% Below Line: 0.0
% Not Listed: 7.2

1988 Revenue: $28,200,000
HH Inc.: $30,695
Retail $: 6.0 Bil
Pop per Station: 28,551
#1 Biller: KSL $4,500,000

12+ METRO		1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KSFI-F	(EZ)	155/ 9.8	10.0	7.0	7.9	9.8	8.7	189/2413	1967/19.7	19.6	19.1	102	4.8	84	1355	KSFI-F
2. KKAT-F	(C)	137/ 8.6	9.6	11.4	9.0	8.9	9.6	173/2109	1770/17.7	19.7	17.4	129	10.6	186	2394	KKAT-F
3. KSOP-AF	(C)	127/ 8.0	4.2	8.2	6.1	5.2	6.6	145/1926	1517/15.2	12.8	13.2	100	7.4	125	1415	KSOP-AF
4. KCPX-F	(CHR)	125/ 7.9	7.3	8.3	9.3	8.4	8.2	145/2773	2381/23.8	22.1	22.8	72	10.2	179	2581	KCPX-F
5. KSL	(MOR)	111/ 7.0	7.0	7.4	7.2	7.9	7.2	140/2559	2147/21.5	24.2	23.0	97	8.3	145	2448	KSL
6. KISN-F	(CHR)	110/ 6.9	7.9	9.3	10.6	7.8	8.7	126/2740	2406/24.1	20.0	20.8	83	1.0	17	541	KISN-F
7. KRSP-F	(AOR)	89/ 5.6	6.3	7.6	8.9	7.8	7.1	102/1871	16300/16.3	18.4	19.6	98	8.6	151	2321	KRSP-F
8. KBER-F	(AOR)	71/ 4.5	4.1	2.2	2.6	3.4	3.3	75/1025	966/ 9.7	9.4	8.0	78	7.0	123	1130	KBER-F
9. KJQN-F	(AOR)	53/ 3.3	3.2	2.8	1.4	0.4	2.7	53/697	688/ 6.9	5.7	1.9	30	4.2	73	765	KJQN-F
10. KMGR-AF	(AC)	51/ 3.2	4.0	3.8	4.5	5.1	3.9	63/1015	840/ 8.4	8.3	12.3	131	2.2	37	901	KMGR-AF
11. KTKK	(T)	50/ 3.1	3.4	1.8	2.8	2.5	2.8	50/624 –	616/ 6.2	5.8	5.0	65	2.6	46	613	KTKK
12. KLCY-F	(AC)	47/ 3.0	3.2	3.2	3.6	3.7	3.3	63/1227	971/ 9.7	9.5	8.8	147	2.8	49	731	KLCY-F
13. KLZX-F	(AOR)	39/ 2.5	3.3	3.4	2.5	2.2	2.9	47/788	734/ 7.3	8.1	7.0	144	3.4	59	814	KLZX-F
14. KDAB-F	(J/NA)	37/ 2.3	2.1	1.8	2.1	3.0	2.1	37/586	586/ 5.9	4.9	8.3	122	1.8	32	523	KDAB-F
KALL	(AC)	37/ 2.3	3.7	2.4	2.1	3.9	2.6	37/799	783/ 7.8	10.3	10.9	130	2.2	38	783	KALL

12+ FM SHARE (METRO): 77.34% (1140 of 1474) (WIN 88: 74.15%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KCPX-F>>	1 KISN-F	1 KKAT-F	1 KKAT-F	1 KKAT-F	1 KSFI-F	1 KSL	1 KSFI-F	1 KSFI-F	1 KCPX-F<	1 KSL >
2 KISN-F>	2 KRSP-F<	2 KSOP-AF	2 KSFI-F	2 KSFI-F	2 KSL	2 KSOP-AF	2 KKAT-F	2 KKAT-F	2 KISN-F>	2 KSOP-F<
3 KJQN-F	3 KCPX-F	3 KSFI-F<	3 KSOP-AF	3 KSOP-AF	3 KKAT-F	3 KSFI-F<	3 KSOP-AF	3 KCPX-F	3 KSOP-AF	3 KKAT-F
4 KRSP	4 KSOP-AF<	4 KISN-F<	4 KSL	4 KSL	4 KSOP-AF>	4 KKAT-F	4 KISN-F	4 KISN-F	KSFI-F<	4 KSFI-F
KBER-F	5 KBER-F	5 KCPX-F	5 KISN-F	5 KISN-F	5 KTKK	5 KCPX-F	KCPX-F	5 KSOP-AF	5 KSL	5 KRSP-F
6	6 KKAT-F>	6 KRSP-F	KCPX-F<	KCPX-F<	6 KALL	6 KRSP-F<	6 KRSP-F<	6 KSL >	KRSP-F	6 KISN-F
7	7 KJQN-F	7	7 KRSP-F	7 KRSP-F	7 KDYL	7 KISN-F>	7 KSL	7	7 KKAT-F	KCPX-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KSOP-AF	1 KISN-F	1 KISN-F	1 KKAT-F<	1 KKAT-F<
2 KISN-F>	2 KSOP-AF	KKAT-F	2 KSOP-AF	2 KSFI-F>
3 KCPX-F	3 KCPX-F	KCPX-F>	3 KSFI-F	3 KSOP-AF
4 KJQN-F	4 KKAT-F>	4 KMGR-AF	KISN-F	4 KCPX-F
5 KKAT-F	5 KMGR-AF	5 KSOP-AF	5 KCPX-F>	5 KISN-F
6 KZHT-F	KSFI-F	KRSP-F	6 KMGR-AF	6 KMGR-AF
7 KSFI-F	KRSP-F	KLCY-F	KLCY-F	KLCY-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBER-F<	1 KRSP-F	1 KRSP-F	1 KRSP-F	1 KKAT-F
2 KRSP-F>	2 KBER-F>	2 KLZX-F	2 KKAT-F	2 KSL <
3 KJQN-F	3 KCPX-F	3 KBER-F	3 KBER-F	3 KSFI-F
KCPX-F>>	4 KLZX-F	4 KISN-F	4 KSL	4 KSOP-AF
5 KISN-F	KISN-F	5 KKAT-F	5 KCPX-F	5 KRSP-F
6 KKAT-F	6 KKAT-F	6 KCPX-F	6 KSOP-AF	6 KISN-F<
7 KSOP-AF	7 KSOP-AF	7 KSOP-AF>	KSFI-F	7 KLZX-F
KLZX-F	KJQN-F			

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

KANN	1120	Ogden	0.3/0.9
KCGL-F	105.5	Salt Lake City	0.7/1.1
KDYL	1280	Salt Lake City	1.6/2.7
KEMX	1320	Salt Lake City	1.0/2.6
KFAM	700	N Salt Lake City	0.6/1.8
KKWY-F	97.9	Ogden/Slt.Lk.City	1.0/6.7
KLO	1430	Ogden	0.6/1.7
KLUB	570	Salt Lake City	0.4/3.4
KLVV-F	99.5	Bountiful/SL	0.5/2.4
KMGR	1230	Murray/Salt Lake	0.0/0.1
KRPN-F	107.9	Roy/Salt Lake City	0.8/2.6
KRSP	1060	S Salt Lake	0.7/2.8
KSOS-F	106.9	Brigham	0.8/2.6
KSRR	1400	Provo	0.7/1.9
KSVN	730	Ogden	0.8/1.0
KUTR	860	Salt Lake City	1.1/4.1
KZHT-F	94.9	Provo/Slt.Lk.Ct	1.7/4.9
KZOL-F	96.1	Provo/Slt.Lk.Ct	1.3/5.0
KZQQ	1550	W Val City/SL	0.3/1.9

RADIO STATIONS

AM STATIONS

KALL	910	5 KW/1 KW (DA-N)	AC	MBS,$ 45.00	(Eastman)	Hatch
KBBX	1600	5 KW/1 KW (DA-N)	RELIGION	,$ 8.00	(---)	Mid America Gospel
KEMX	1320	5 KW (DA-1)	OLDIES/AC	MBS,$ 21.00	(Katz)	John Price
KDYL	1280	5 KW/500 W (DA-N)	NOSTALGIA	SMN,$ 24.00	(CBS)	
KLUB	570	5 KW (DA-1)	NOST/MOR	NBC,$ 29.00	(Mc-Guild)	
KRSP	1060	10 KW/1 KW (DA-N)	OLDIES	ABC-D,$ 20.00	(Durpetti)	
KSL	1160	50 KW	MOR	CBS,$106.00	(MMR)	Bonneville
KTKK	630	1 KW/500 W (DA-2)	TALK	ABC-T,$ 31.00	(K & P)	
KUTR	860	50 KW (DAYS)	AC	,$ 20.00	(Christal)	Citadel

FM STATIONS

KCGL	105.5	500 W @ 650	RELIGION	,$ 12.00	(Midamer)	Mid America Gospel	
KCPX	98.7	27 KW @ 2930	CHR	,$ 60.00	(Katz)	John Price	(PROVO)
KZOL	96.1	55 KW @ 2620	OLDIES	,$ 30.00	(HNWH)	Cook Inlet	
KISN	97.1	26 KW @ 3650	CHR	,$ 59.00	(Mc-Guild)		(OGDEN)
KKAT	101.9	26 KW @ 3740	COUNTRY	,$ 65.00	(Banner)	Brown	
KLCY	94.1	24 KW @ 3030	AC	ABC-C,$ 56.00	(Eastman)	Hatch	
KLZX	93.3	26 KW @ 3734	CLASSIC ROCK	,$ 40.00	(Christal)	Citadel	
KMGR	107.5	46 KW @ 2796	SOFT AC	,$ 44.00	(HNWH)	Bingham	(OREM)
KRSP	103.5	28 KW @ 3630	AOR	ABC-R,$ 58.00	(Durpetti)		
KSFI	100.3	26 KW @ 3740	BTFL/EZ	,$ 80.00	(CBS)		
KSOP	104.3	25 KW @ 3650	COUNTRY	,$ 52.00	(MMR)		
KKGB	97.9	26 KW @ 3770	AOR	,$ 27.00	(Christal)		(OGDEN)
KDAB	101.1	25 KW @ 3740	JAZZ/NEW AGE	US 2,$ 32.00	(HNWH)	Albimar	(OGDEN)
KBER	106.5	___ KW @ ??	AOR	SOURCE,$ 23.00	(Torbet)		(SPANISH FORK)

SAN ANTONIO

Arbitron Rank/Pop (12+): 36/1,027,900

MSA Rank/Pop: 38/1,306,000
ADI # 44
Average Person Ratings: 18.2
Market TSL: 23.75 hours

Stations: 29/27
Diaries: 1319/779:1/56.7%
Sample Target: 1200
% Below Line: 0.3
% Not Listed: 7.9

1988 Revenue: $36,800,000
HH Inc.: $31,204
Retail $: 7.7 Bil
Pop per Station: 38,070
#1 Biller: WOAI $4,200,000

12+ METRO		1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KCYY-F	(C)	178/ 9.5	10.3	5.8	7.7	6.6	8.3	220/2531	2093/20.4	21.5	15.0	128	9.5	177	1881	KCYY-F
2. WOAI	(N/T)	147/ 7.9	6.4	6.4	4.6	5.6	6.3	187/2345	1732/16.8	14.9	13.6	76	5.7	106	1341	WOAI
3. KTFM-F	(U/SP)	135/ 7.2	5.7	6.8	8.0	8.2	6.9	143/2405	2170/21.1	17.9	23.0	76	7.7	145	2682	KTFM-F
4. KQXT-F	(EZ)	118/ 6.3	7.6	4.8	8.6	8.3	6.8	130/1596	1387/13.5	14.6	17.5	67	2.9	54	656	KQXT-F
5. KITY-F	(CHR)	116/ 6.2	7.0	9.2	9.1	8.0	7.9	135/2193	1852/18.0	19.5	18.9	58	12.2	228	2804	KITY-F
6. KCOR	(SP)	105/ 5.6	7.0	6.0	8.4	4.9	6.8	105/897	892/ 8.7	8.7	7.3	102	4.3	81	920	KCOR
7. KAJA-F	(C)	95/ 5.1	5.5	4.6	4.4	5.5	4.9	107/1670	1456/14.2	15.3	14.1	122	6.5	121	1520	KAJA-F
8. KISS-F	(AOR)	94/ 5.0	4.7	5.6	6.9	7.6	5.6	119/1886	1582/15.4	14.4	14.8	72	5.3	100	1816	KISS-F
9. KMMX-F	(AC)	83/ 4.4	3.4	3.8	4.9	5.4	4.1	84/1523	1390/13.5	9.9	11.9	159	3.7	70	1011	KMMX-F
10. KKYX	(C)	78/ 4.2	3.9	4.3	2.9	2.6	3.8	220/2139	923/ 9.0	8.9	7.4	83	4.4	82	1094	KKYX
11. KSMG-F	(AC)	73/ 3.9	5.4	5.1	3.6	2.8	4.5	84/1529	1320/12.8	13.8	10.4	151	6.0	112	1271	KSMG-F
12. KZEP-F	(AOR)	66/ 3.5	4.5	3.3	3.8	4.1	3.8	73/1140	1046/10.2	11.0	9.1	149	4.5	85	1136	KZEP-F
13. KSAQ-F	(CHR)	62/ 3.3	3.4	3.2	2.7	2.7	3.2	64/1373	1279/12.4	12.9	10.7	55	3.7	69	1421	KSAQ-F
14. KONO	(O)	61/ 3.3	2.9	4.1	4.2	5.2	3.6	63/1026	933/ 9.1	9.1	11.3	155	2.7	50	842	KONO
15. KTSA	(MOR)	47/ 2.5	3.5	2.0	1.4	3.2	2.3	63/1122	835/ 8.1	9.8	10.3	56	2.2	42	804	KTSA
16. KEDA	(SP)	41/ 2.2	2.0	2.7	2.3	3.3	2.3	43/646	619/ 6.0	5.7	7.8	127	0.7	13	299	KEDA
17. KZVE-F	(SP)	40/ 2.1	2.2	3.2	4.4	3.3	3.0	47/733	667/ 6.5	4.3	7.9	105	1.2	22	295	KZVE-F
18.																
19.																
20.																

12+ FM SHARE (METRO): 63.51% (1093 of 1721) (WIN 88: 66.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KITY-F	1 KISS-F<	1 KCYY-F>	1 KCYY-F>	1 KCYY-F>	1 WOAI >	1 KCYY-F<	1 KCYY-F	1 KCYY-F>	1 KITY-F<	1 WOAI
2 KTFM-F>>	2 KCYY-F	2 KTFM-F	2 KMMX-F	2 KMMX-F	2 KQXT-F	2 WOAI	2 WOAI	2 WOAI	2 KTFM-F>	2 KAJA-F<
3	3 KTFM-F<	3 KISS-F<	3 KAJA-F<	3 KAJA-F<	3 KCYY-F	3 KTFM-F	3 KQXT-F	KTFM-F	3 KCYY-F	3 KCYY-F<
4	4 KMMX-F	4 KMMX-F	4 KSMG-F<	4 WOAI <	4 KCOR	4 KCOR	4 KCOR <	4 KITY-F	4 KISS-F	4 KISS-F
5	5 KZEP-F	5 KAJA-F<	5 KTFM-F<	5 KSMG-F<	5 KKYX	5 KITY-F<	5 KAJA-F<	5 KQXT-F	5 KSAQ-F	5 KTFM-F
6	KITY-F<	6 KSMG-F<	6 KZEP-F	6 KCOR <	6 KAJA-F	6 KQXT-F	6 KISS-F	6 KAJA-F	KAJA-F	6 KSMG-F
7	7 KSAQ-F	7 KZEP-F<	7 KCOR	7 KTFM-F	7 KONO	7 KKYX <	7 KMMX-F	7 KISS-F<	7 KQXT-F	KQXT-F
8	8	8 KITY-F	8	8	8	8 KAJA-F	8 KTFM-F	8 KCOR	KMMX-F	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KTFM-F	1 KCYY-F>	1 KCYY-F>	1 KCYY-F>	1 KCYY-F>
2 KITY-F	2 KTFM-F	2 KMMX-F	2 KTFM-F	2 KCOR <
3 KCYY-F	3 KITY-F	3 KTFM-F	3 KITY-F<	3 KMMX-F<
4 KSAQ-F>	4 KMMX-F	4 KZEP-F	4 KAJA-F	4 KAJA-F<
5 KAJA-F	5 KSAQ-F	5 KITY-F	5 KMMX-F	5 KTFM-F
6 KSMG-F	6 KSMG-F<	6 KSMG-F	6 KSMG-F	6 KSMG-F
KQXT-F	7 KAJA-F<	7 KSAQ-F	7 KCOR	7 KONO
8	8 KZEP-F	KISS-F	8	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KISS-F>>	1 KISS-F>>	1 KMMX-F	1 KISS-F	1 KCYY-F>
2 KSJL	2 KZEP-F	2 KZEP-F	2 KCYY-F	2 WOAI
KSAQ-F>	KMMX-F	KISS-F	3 KMMX-F<	3 KMMX-F
4 KTFM-F>	4 KCYY-F	4 KCYY-F>	4 KZEP-F	4 KZEP-F
5 KZEP-F	5 KSAQ-F<	5 KSMG-F	5 KTFM-F<	5 KSMG-F<
6 KITY-F	6 KTFM-F	KCOR	6 KSMG-F<	6 KAJA-F
7 KMMX-F	7 KSJL	7 KAJA-F	7 WOAI <	7
KCYY-F	8	8	8 KAJA-F	8

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCHL	1480	San Antonio	1.0/2.7
KDRY	1100	Alamo Heights	0.3/1.5
KFAN-F	101.1	Fredericksburg	1.3/5.0
KFHM	1160	San Antonio	0.3/1.3
KNBT-F	92.1	New Braunfels	0.5/1.1
KSJL	760	San Antonio	1.6/4.9
KSLR	630	San Antonio	1.6/4.2
KWED	1580	Seguin	0.7/1.6
KXET	1250	San Antonio	1.0/3.5
KXTN	1310	San Antonio	1.2/4.5
KEYI-F	103.5	San Marcos/Aust	
KEYU	1490	Austin	0.3/1.4

RADIO STATIONS

AM STATIONS

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KCOR, 1350,   5 KW (DA-N)          , HISPANIC                  ,$ 63.00  (Katz Hisp.)   Tichenor
KDRY, 110 ,   5 KW/1 KW (DA-N)     , RELIGION                  ,$ 11.00  (---)
KEDA, 1540,   5 KW/1 KW (DA-N)     , HISPANIC                  ,$ 37.00  (Caballero)
KFHM, 1160,  10 KW/1 KW (DA-2)     , HISPANIC                  ,$ 19.00  (Roslin)
KKYX,  680,  50 KW/10 KW (DA-N)    , COUNTRY             ABC-I,$ 47.00  (Katz)         New City
KCHL, 1480, 2.5 KW (DAYS,DA)       , OLDIES                SMN,$ 21.00  (Group W)

KONO,  860,   5 KW/1 KW            , OLDIES                NBC,$ 40.00  (Christal)     Genesis
KRIA,  930,   5 KW/1 KW (DA-N)     , HISPANIC                  ,$ 28.00  (Lotus)
KSAH,  720,  10 KW/1 KW (DA-2)     , HISPANIC                  ,$ 20.00  (Caballero)
KSLR,  630,   5 KW (DA-2)          , RELIGION                  ,$ 18.00  (---)
KTSA,  550,   5 KW (DA-N)          , MOR/HISPANIC              ,$ 42.00  (Banner)
KXET, 1250,   1 KW (DA-N)          , HISPANIC                  ,$ 30.00  (Lotus)        Lotus
WOAI, 1200,  50 KW                 , NEWS/TALK             CBS,$ 84.00  (HNWH)         Clear Channel
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FM STATIONS

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KAJA,  97.3, 100 KW @  472, COUNTRY                        ,$ 75.00  (HNWH)         Clear Channel
KZVE, 107.5, 100 KW @ 1535, HISPANIC                       ,$ 51.00  (Eastman)      TK
KCYY, 100.3, 100 KW @  980  COUNTRY                        ,$ 77.00  (Katz)         NewCity
KISS,  99.5, 100 KW @  576, AOR                      ABC-R,$ 69.00  (MMR)          Adams
KITY,  92.9, 100 KW @ 1020, CHR                            ,$ 59.00  (Christal)     Genesis

KMMX, 106.7, 100 KW @ 1030, AC                             ,$ 58.00  (Group W)
KQXT, 101.9, 100 KW @  700, BTFL/EZ           US 1,CBS-R,$ 58.00  (Group W)      Westinghouse
KSAQ,  96.1, 100 KW @  480, CHR                            ,$ 43.00  (Eastman)      Inner City
KTFM, 102.7, 100 KW @  670, URBAN/HCR                      ,$ 81.00  (Banner)
KSMG, 105.3, 100 KW @ 1240, OLDIES                         ,$ 60.00  (CBS)          Rusk
KZEP, 104.5, 100 KW @  750, CLASSIC AOR                MBS,$ 44.00  (Torbet)       Lotus
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SAN DIEGO

Arbitron Rank/Pop (12+): 16/1,985,100

MSA Rank/Pop: 16/2,310,600
ADI # 24

Average Person Ratings: 16.4
Market TSL: 21.5 hours

Stations: 35/27
Diaries: 2177/912:1/51.5%
Sample Target: 1610
% Below Line: 5.1
% Not Listed: 13.5

1988 Revenue: $78,000,000
HH Inc.: $39,167
Retail $: 16.8 Bil
Pop per Station: 73,522
#1 Biller: KFMB $10,000,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KKLQ-AF (CHR)	289/ 8.9	9.5	8.9	9.0	8.7	9.1		4436/24.0	22.1	20.4	73	0.8	366	5160	KKLQ-AF
2. KJQY-F (EZ)	271/ 8.3	6.2	6.9	6.8	7.9	7.1		2849/14.4	13.2	15.7	80	5.9	207	2172	KJQY-F
3. KSDO (N/T)	182/ 5.6	6.2	6.8	7.3	8.1	6.5		2354/11.9	14.1	15.1	73	6.5	231	1768	KSDO
4. KGB -F (AOR)	79/ 5.3	9.2	5.8	10.3	6.4	7.7		3026/ 5.0	6.7	4.9	130	9.1	322	3100	KGB -F
5. KYXY-F (AC)	170/ 5.2	3.6	5.4	3.1	3.4	4.3		2562/12.9	8.8	9.9	135	2.9	102	1548	KYXY-F
KFMB-F (CHR)	170/ 5.2	6.3	6.3	6.1	7.8	6.0		3517/17.7	20.3	21.6	110	6.9	245	3406	KFMB-F
7. XTRA-F (AOR)	163/ 5.0	5.1	5.2	5.2	5.4	5.1		2721/13.7	15.8	14.2	56	8.2	291	3502	XTRA-F
8. KSON-F (C)	162/ 5.0	5.9	5.8	3.7	4.8	5.1		2132/10.7	12.0	9.9	140	4.7	166	1967	KSON-F
9. KFMB (MOR)	143/ 4.4	5.3	7.1	7.0	5.3	5.9		2381/12.0	12.6	13.4	116	4.7	166	1702	KFMB
10. XHRM-F (B)	124/ 3.8	2.8	2.2	3.2	2.8	3.0		1899/ 9.6	8.8	7.5	84	4.1	144	1900	XHRM-F
KKYY-F (AC)	124/ 3.8	3.2	2.6	1.6	2.2	2.8		1873/ 9.4	9.6	7.1	142	3.6	128	1637	KKYY-F
12. KPOP (BB)	120/ 3.7	4.3	2.8	4.9	3.1	3.9		1467/ 7.4	6.1	7.8	46	2.5	87	1087	KPOP
13. KCBQ-AF (O)	115/ 3.5	2.9	4.1	3.7	3.6	3.5		2096/11.1	9.0	11.7	151	4.5	160	2002	KCBQ-AF
14. KFSD-F (CL)	112/ 3.4	2.8	2.7	1.9	2.8	2.7		1671/ 8.4	7.4	6.9	79	2.1	75	1691	KFSD-F
15. KIFM-F (J)	104/ 3.2	2.9	4.7	3.4	4.7	3.5		1775/ 8.9	9.2	10.4	162	3.7	130	1828	KIFM-F
16. KGMG-F (AOR)	66/ 2.0	2.0	2.3	1.6	1.5	2.0		1335/ 6.7	5.9	4.4	140	2.0	71	886	KGMG-F
17. KSWV-F (J/NA)	58/ 1.8	1.6	1.5	2.0	2.1	1.7		1104/ 5.6	5.6	6.6	150	1.4	49	1566	KSWV-F
18.															
19.															
20.															

NOTE:San Diego's Metro & TSA are the same.

12+ FM SHARE (METRO): 74.66% (2098 of 2810) (WIN 88: 73.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKLQ-AF>>	1 KKLQ-AF<	1 KKLQ-AF	1 KGB -F	1 KYXY-F	1 KJQY-F>	1 KKLQ-AF	1 KGB -F	1 KGB -F	1 KGB -F	1 KJQY-F
2 XHRM-F	2 KGB -F>	2 KGB -F>	2 KKLQ-AF	KSON-F<	2 KSDO >	2 KSDO	2 KJQY-F>	2 KKLQ-AF	2 KKLQ-AF>	2 KSDO
3 XTRA-F>>	3 XTRA-F	3 KFMB-F<	KYXY-F	3 KGB -F	3 KFMB <	3 KJQY-F	3 KKLQ-AF	3 KJQY-F	3 XTRA-F	KFMB >>
4	4 KFMB-F	4 KYXY-F<	4 KSON-F	4 KJQY-F<	4 KPOP	KFMB	4 KSDO	4 KSON-F	4 XHRM-F	4 KGB -F
5	5 KYXY-F<	5 XTRA-F	5 KJQY-F<	5 KKLQ-AF	5 KFSD-F	5 KGB -F	5 KYXY-F	5 KFMB-F	5 KJQY-F	5 XHRM-F<
6	6 KKYY-F	6 KKYY-F<	6 KKYY-F	6 KFMB-F<	6 KSON-F	6 KFMB-F	6 KFMB-F<	6 XTRA-F<	6 KYXY-F	6 KSON-F
7	7 KIFM-F	7 KSON-F	KFMB-F<	7 KKYY-F<	7 KYXY-F	7 KYXY-F	7 KKYY-F	7 KYXY-F	7 KSON-F	KKLQ-F
8	8 XHRM-F	8	8 KCBQ-AF	8 KCBQ-AF<	8	8 XTRA-F	8 KPOP	KSDO	8	KCBQ-F
9	KSON-F	9	9 KIFM-F	9 KIFM-F<	9	9	9	9	9	9
10	10	10	10	10 KFMB	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KKLQ-AF	1 KKLQ-AF>	1 KKLQ-AF	1 KKLQ-AF	1 KYXY-F
XTRA-F>	2 XTRA-F	2 KYXY-F	2 KYXY-F	2 KKLQ-AF
3 KGB -F	3 KFMB-F<	3 KKYY-F	3 KFMB-F<	3 KJQY-F<
KFMB-F>	4 KGB -F	4 KFMB-F<	4 KKYY-F	4 KSON-F<
5 XHRM-F	5 KYXY-F	5 KGB -F	5 KGB -F<	5 KKYY-F
6 KKYY-F	KKYY-F	6 XHRM-F	6 KSON-F<	6 KFMB-F>
7 KYXY-F>	7 XHRM-F	KSON-F	7 XTRA-F	7 KCBQ-AF
8 KGMG-F	8	8	8 KJQY-F	KGB -F
9	9	9	9	KFMB
10	10	10	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKLQ-AF	1 KGB -F	1 KGB -F>	1 KGB -F	1 KGB -F
2 KGB -F	2 KKLQ-AF>	2 KIFM-F	2 KKLQ-AF>	2 KSON-F<
3 XTRA-F>>	3 XTRA-F>	3 KSON-F	3 XTRA-F	3 KIFM-F
4 KFMB-F>	4 KFMB-F	4 KKLQ-AF	4 KFMB-F<	4 KCBQ-AF<
5 KPWR-F	5 KIFM-F	KFMB-F	5 KIFM-F<	5 KJQY-F
6 XHRM-F	6 KSON-F<	6 XTRA-F	6 KCBQ-AF	6 KFMB <
KKYY-F	7 KYXY-F	KYXY-F	7 KSON-F	7 KFMB-F<
8	8	8 KCBQ-AF	8	8 KKLQ-AF
9	9	9	9	9
10	10	10	10	10

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KGMG	1320	OCEANSIDE	0.3/0.2
KKOS-F	95.9	CARLSBAD	1.0/2.9
KPRZ	1210	SAN MARCOS	0.6/2.1
KSON	1240	SAN DIEGO	1.1/3.9
KVSD	1000	VISTA	0.6/2.3
XHTZ-F	90.3	TIJUANA	1.3/6.5
XLTN-F	104.5	TIJUANA	0.3/1.3
XTRA	690	TIJUANA	0.9/4.3
KABC	790	LOS ANGELES	0.6/1.2
KBRT	740	AVALON	0.3/1.1
KFI	640	LOS ANGELES	0.4/2.0
KNX	1070	LOS ANGELES	1.6/5.4
KPWR-F	105.9	LOS ANGELES	0.6/1.9
KRTH-F	101.1	LOS ANGELES	0.5/1.8
KWVE-F	107.9	SAN CLEMENTE	0.4/1.3
XEMO	860	TIJUANA	0.6/1.3

RADIO STATIONS

AM STATIONS

KCBQ,	1170,	50 KW/1.5 KW (DA-2),	OLDIES	CBS-R,	$ NA	(Republic)	Eric/Chandler
KFMB,	760,	5 KW (DA-N)	, MOR	CBS,	$190.00	(Mc-Guild)	Midwest TV
KKLQ,	600,	5 KW (DA-1)	, CHR	APR,MBS,	$ NA	(Christal)	Edens
KMJC,	910,	5 KW (DA-2)	, RELIGION	,	$ 23.00	(---)	
KPOP,	1360,	5 KW/1 KW	, NOSTALGIA	NBC,	$ 42.00	(Katz)	Brown
KSDO,	1130,	10 KW (DA-2)	, NEWS/TALK	ABC-I,	$126.00	(Durpetti)	Gannett
KSON,	1240,	1 KW	, COUNTRY	MBS,	$ NA	(Banner)	Jeff-Pilot
KVSD,	1000,	2.5 KW/500 (DA-2)	, TALK	ABC-D,	$ 27.00	(---)	
XTRA,	690,	50 KW (DA-2)	, TALK	,	$ 44.00	(MMR)	Noble

FM STATION

KCBQ,	105.3,	29 KW @ 620,	OLDIES	CBR-R,	$ 73.00	(Republic)	Eric/Chandler	
KFMB,	100.7,	30 KW @ 620,	CONTEMP	,	$140.00	(Mc-Guild)	Midwest TV	
KFSD,	94.1,	100 KW @ 641,	CLASSICAL	,	$ 65.00	(HNWH)	Lotus	
KGB ,	101.5,	50 KW @ 577,	AOR	,	$157.00	(Katz)	Brown	
KGMG,	102.1,	2 KW @ 346,	CLASSIC ROCK	MBS,	$ 40.00	(Banner)		(OCEANSIDE)
KIFM,	98.1,	28 KW @ 640,	JAZZ	,	$ 75.00	(CBS)		
KJQY,	103.7,	36 KW @ 650,	BTFL/EZ	,	$ 90.00	(Group W)	Westinghouse	
KKLQ,	106.5,	50 KW @ 442,	CHR	,	$ 80.00	(Christal)	Edens	
KKOS,	95.9,	3 KW @ 305,	AC	,	$ 40.00	(---)		
KKYY,	94.9,	22 KW @ 701,	AC	,	$ 61.00	(Torbet)	Sandusky	
KSON,	97.3,	50 KW @ 465,	COUNTRY	,	$ 98.00	(Banner)	Jeff-Pilot	
KSWV,	102.9,	2 KW @ 1840,	JAZZ/NEW AGE	SMN,	$ 57.00	(Durpetti)	Gannett	
KYXY,	96.5,	41 KW @ 540,	AC	,	$ 70.00	(HNWH)		
XTRA,	91.1,	100 KW @ 1000,	AOR	,	$ 97.00	(MMR)	Noble	(TIJUANA)
XHRM,	92.5,	50 KW @ 600,	URBAN	,	$ 48.00	(K & P)		(TIJUANA)
XHIT,	90.3,	100 KW @ 1000,	AOR	,	$ 36.00	(Torbet)		(TIJUANA)

SAN FRANCISCO

Arbitron Rank/Pop (12+): 4/4,954,500

MSA Rank/Pop:SF:28/1,626,100
ADI # 5

Average Person Ratings: 17.0
Market TSL: 22.25 hours

Stations: 50/49
Diaries: 3571/1387:1/46.4%
Sample Target: 2650
% Below Line: 0.4
% Not Listed: 11.2

1988 Revenue: $168,200,000
HH Inc.: $41,900
Retail $: 38.0 Bil
Pop per Station: 101,112
#1 Biller: KGO $19,500,000

12+ METRO		1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KGO	(N/T)	698/ 8.3	8.3	7.1	8.4	6.8	8.0	830/10805	8884/17.9	20.5	16.4	76	8.3	683	7537	KGO
2. KMEL-F	(CHR)	423/ 5.0	5.6	5.8	5.7	6.1	5.5	453/7416	6899/13.9	13.4	15.7	62	8.3	683	8373	KMEL-F
3. KABL-AF	(EZ)	421/ 5.0	4.7	5.6	6.2	5.9	5.4	457/5402	5065/10.2	10.2	10.6	66	3.5	243	3512	KABL-AF
4. KCBS	(N/T)	389/ 4.6	5.0	4.7	5.4	4.7	4.9	471/8676	7020/14.2	17.0	15.9	76	4.4	365	6646	KCBS
5. KOIT-AF	(AC)	317/ 3.8	4.2	3.4	4.5	3.2	4.0	326/6229	5889/11.9	12.8	10.0	137	2.8	233	316[illegible]	KOIT-AF
6. KFRC	(BB)	308/ 3.7	3.4	3.4	2.8	4.3	3.3	354/5578	4684/ 9.5	7.8	9.1	51	2.5	209	3641	KFRC
7. KIOI-F	(AC)	307/ 3.6	3.9	4.0	3.6	3.5	3.8	317/6121	5929/12.0	11.8	10.9	136	3.7	304	4674	KIOI-F
8. KSAN-F	(C)	269/ 3.2	2.2	2.3	2.9	3.2	2.7	277/3838	3669/ 7.4	6.8	8.0	131	3.3	268	3753	KSAN-F
9. KKSF-F	(J/NA)	255/ 3.0	2.7	2.2	2.4	2.4	2.6	255/3564	3553/ 7.2	7.0	7.3	153	2.3	192	2122	KKSF-F
10. KXXX-F	(CHR)	239/ 2.8	2.2	2.7	2.7	2.3	2.6	242/5292	5145/10.4	8.0	10.1	61	2.4	193	2911	KXXX-F
11. KDFC-AF	(CL)	238/ 2.8	2.9	1.9	2.4	2.4	2.5	246/3776	3571/ 7.2	6.9	6.9	100	1.1	89	1426	KDFC-AF
12. KRQR-F	(AOR)	237/ 2.8	2.9	2.6	2.9	2.5	2.8	244/4433	4217/ 8.5	7.7	7.6	125	3.9	324	3572	KRQR-F
13. KSOL-F	(B)	226/ 2.7	2.8	3.3	3.7	4.4	3.1	231/4624	4472/ 9.0	8.9	10.6	85	4.3	352	4955	KSOL-F
14. KNBR	(MOR)	223/ 2.6	2.2	4.3	3.6	2.1	3.2	290/6231	4526/ 9.1	7.7	7.9	108	2.2	181	2604	KNBR
15. KITS-F	(CHR)	220/ 2.6	3.0	2.4	2.8	3.3	2.7	229/3392	3254/ 6.6	7.1	7.5	88	2.9	236	3638	KITS-F
16. KBLX-F	(U/AC)	197/ 2.3	2.8	2.4	1.7	2.3	2.3	200/3127	3044/ 6.1	7.8	6.3	152	2.9	239	3326	KBLX-F
17. KKHI-AF	(CL)	187/ 2.3	3.0	1.7	1.8	1.2	2.2	189/3408	3353/ 6.8	6.4	4.9	100	1.3	110	2296	KKHI-AF
18. KBAY-F	(EZ)	184/ 2.2	2.0	1.7	2.0	2.8	2.0	246/3080	2429/ 4.9	5.0	5.3	86	1.5	122	1266	KBAY-F
19. KFOG-F	(AOR)	170/ 2.0	1.8	2.1	1.7	2.2	1.9	183/3516	3328/ 6.7	5.6	6.8	150	1.8	151	2956	KFOG-F
20. KSFO	(O)	145/ 1.7	2.1	3.1	2.4	1.7	2.3	162/4021	3650/ 7.4	8.4	6.0	135	1.4	115	2424	KSFO
21. KHQT-F	(CHR)	144/ 1.7	1.2	1.4	1.5	0.6	1.5	144/2195	2163/ 4.4	3.8	2.4	47	2.8	229	2232	KHQT-F
22. KYA -F	(AC)	129/ 1.5	1.6	1.3	1.1	1.4	1.4	145/3509	3262/ 6.6	6.4	5.9	160	1.3	110	2134	KYA -F
23. KOME-F	(AOR)	121/ 1.4	1.6	1.7	1.4	1.5	1.5	145/2739	2456/ 5.0	4.5	4.5	114	1.7	143	2343	KOME-F
24. KSJO-F	(AOR)	115/ 1.4	1.6	1.6	1.2	1.3	1.5	134/2649	2339/ 4.7	4.7	3.8	79	2.2	183	2503	KSJO-F
25. KNEW	(C)	109/ 1.3	1.1	1.6	1.4	1.5	1.4	111/1995	1920/ 3.9	3.8	4.1	100	1.5	119	1387	KNEW
26. KIQI	(SP)	107/ 1.3	1.2	1.2	1.0	1.1	1.2	1071/230	1230/ 2.5	2.1	2.0	85	0.8	65	1068	KIQI
27.																
28.																
29.																
30.																

12+ FM SHARE (METRO): 64.79% (4844 of 7477) (WIN 88: 65.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMEL-F>	1 KMEL-F>	1 KMEL-F	1 KGO	1 KGO	1 KGO >	1 KGO >	1 KGO >	1 KGO	1 KGO	1 KGO >>
2 KXXX-F>	2 KRQR-F	2 KIOI-F<	2 KIOI-F<	2 KOIT-AF	2 KABL-AF	2 KCBS	2 KABL-AF	2 KMEL-F	2 KMEL-F>	2 KCBS >>
3 KHQT-F	3 KIOI-F	3 KGO <	3 KOIT-AF<	3 KIOI-F	3 KCBS	3 KABL-AF	3 KOIT-AF	3 KABL-AF	3 KDFC-AF	3 KNBR >>
4 KSOL-F	4 KITS-F	4 KOIT-AF	4 KKSF-F	4 KKSF-F	4 KFRC >	4 KMEL-F	4 KFRC <	4 KFRC	4 KNBR	4 KMEL-F
5 KITS-F	5 KSOL-F<	5 KKSF-F	5 KSAN-F	5 KSAN-F	5 KOIT-AF<	5 KIOI-F	5 KCBS	KCBS	5 KXXX-F	5 KKSF-F<
6	6 KKSF-F	6 KRQR-F	6 KRQR-F	6 KRQR-F	6 KDFC-AF<	6 KNBR <	6 KIOI-F	6 KOIT-AF	6 KKSF-F	6 KSOL-F
7	7 KOIT-AF	7 KSAN-F	7 KBLX-F	KCBS	7 KNBR	7 KOIT-AF<	7 KMEL-F	KIOI-F	7 KITS-F	KSAN-F
8	KXXX-F	8 KITS-F	8 KMEL-F	KBLX-F	8 KSAN-F	8 KSAN-F	8 KSAN-F<	8 KSAN-F	KFRC	KRQR-F
9	9 KGO	KBLX-F	9 KFOG-F<	9 KABL-AF	9 KBAY-F<	9 KFRC	9 KKSF-F	9 KKSF-F<	KCBS <	9 KABL-F<
10	10 KFOG-F	10 KSOL-F	10 KCBS	10 KMEL-F	10 KKHI-AF	10 KXXX-F	10 KRQR-F	10 KSOL-F	10 KOIT-AF	10 KXXX-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KMEL-F>>	1 KMEL-F>	1 KIOI-F	1 KMEL-F<	1 KOIT-AF
2 KXXX-F	2 KIOI-F	2 KKSF-F	2 KOIT-AF	2 KIOI-F
3 KRQR-F	3 KOIT-AF	3 KOIT-AF	3 KIOI-F>	3 KGO
4 KHQT-F<	4 KRQR-F<	4 KMEL-F	4 KKSF-F	4 KKSF-F
5 KSOL-F<	5 KKSF-F	5 KRQR-F	5 KSAN-F<	5 KSAN-F<
6 KITS-F	6 KITS-F	6 KITS-F	6 KGO <	6 KABL-AF
7 KOIT-AF	7 KXXX-F<	7 KBLX-F<	7 KBLX-F	KBLX-F
KIOI-F	8 KSOL-F	8 KSAN-F	8 KRQR-F	8 KMEL-F
9 KOME-F	9 KSAN-F	9 KSOL-F<	9 KSOL-F<	9 KDFC-AF
10 KSAN-F	10 KBLX-F	10 KGO	10 KXXX-F	10 KCBS

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMEL-F>	1 KRQR-F	1 KRQR-F	1 KGO	1 KGO >
2 KITS-F	KMEL-F	2 KGO	2 KRQR-F	2 KRQR-F
3 KSJO-F	3 KITS-F	3 KFOG-F	3 KMEL-F	3 KKSF-F<
4 KXXX-F	4 KSOL-F	4 KIOI-F	4 KKSF-F<	4 KSAN-F<
5 KSOL-F	KIOI-F	5 KKSF-F	5 KFOG-F<	5 KFOG-F
6 KRQR-F	6 KSJO-F	6 KITS-F	6 KITS-F	6 KCBS
7 KBRG-F	KGO <	7 KOME-F<	KIOI-F	7 KIOI-F<
8 KOME-F	8 KFOG-F	8 KSOL-F	8 KSAN-F	8 KOIT-AF
KHQT-F	9 KOME-F	9 KMEL-F	9 KOIT-AF	9 KNBR
10 KIOI-F	10 KXXX-F	10 KYA -F	KYA -F	10 KYA -F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KARA-F	105.7	Santa Clara	1.1/4.1
KATD-F	95.3	Los Gatos	0.5/2.2
KBRG-F	104.9	Fremont	1.0/2.0
KDIA	1310	Oakland	0.8/2.3
KEEN	1370	San Jose	0.6/1.3
KEZR-F	106.5	San Jose	0.7/2.4
KFAX	1100	San Francisco	0.6/1.6
KJAZ-F	92.7	Alameda	1.1/3.1
KLIV	1590	San Jose	0.6/1.6
KLOK	1170	San Jose	0.5/1.7
KNTA	1430	Santa Clara	0.3/0.6
KOFY	1050	San Mateo	1.0/3.9
KOFY-F	98.9	San Francisco	0.7/3.3
KREO-F	92.9	Healdsburg	0.4/1.2
KWSS-F	94.5	Gilroy	1.0/4.0
KXFX-F	101.7	Santa Rosa	0.3/0.9
KZST-F	100.1	Santa Rosa	0.7/1.8
KRAK	1140	Sacramento	0.4/0.9

RADIO STATIONS

AM STATIONS

KABL	960	5 KW (DA-1)	BTFL/EZ		$ NA	(Christal)	Shamrock
KCBS	740	50 KW (DA-2)	NEWS	CBS	$260.00	(CBS)	CBS
KDIA	1310	5 KW (DAY-1)	BLACK		$ 60.00	(---)	Mediacomm
KEST	1450	1 KW	GOSPEL/ETHNIC		$ 36.00	(---)	
KFAX	1100	50 KW (DA-1)	RELIGION		$ 25.00	(---)	Salem
KFRC	610	5 KW	NOSTALGIA	MBS,US 1	$ 40.00	(Republic)	RKO
KGO	810	50 KW (DA-1)	TALK	ABC-I	$345.00	(Banner)	Cap Cities/ABC
KIQI	1010	10 KW/500W(DA-1)	HISPANIC		$ 60.00	(Caballero)	
KNBR	680	50 KW	MOR/AC	NBC	$205.00	(Mc-Guild)	NBC
KNEW	910	5 KW (DA-N)	COUNTRY		$ 80.00	(Katz)	Malrite
KOFY	1050	1 KW/500W (DA-N)	OLDIES		$ 50.00	(Katz & Powell)	K & P
KSFO	560	5 KW (DA-N)	OLDIES	US2	$100.00	(MMR)	King

FM STATIONS

KABL	98.1	100 KW @ 940	BTFL/EZ		$165.00	(Christal)	Shamrock
KBLX	102.9	7 KW @ 1285	URBAN/AC/JAZZ		$158.00	(HNWH)	Inner City
KDFC	102.1	33 KW @ 1050	CLASSICAL		$ 70.00	(CMBS)	
KFOG	104.5	8 KW @ 1454	AOR	Source	$121.00	(Eastman)	Susquehanna
KIOI	101.3	125 KW @ 1220	AC		$126.00	(Durpetti)	Faircom
KITS	105.3	15 KW @ 1220	CHR	ABC-F	$104.00	(HNWH)	Entercom
KJAZ	92.7	2 KW @ 550	JAZZ		$ 80.00	(Roslin)	
KKHI	95.7	9 KW @ 1473	CLASSICAL		$ 83.00	(HNWH)	Buckley
KKSF	103.7	8 KW @ 1470	JAZZ/NEW AGE		$119.00	(Banner)	Brown
KMEL	106.1	69 KW @ 1240	CHR/URBAN		$160.00	(Christal)	Century
KOFY	98.9	6 KW @ 1350	CHR		$ 87.00	(Katz & Powell)	K & P
KOIT	96.5	33 KW @ 1410	SOFT AC		$134.00	(Torbet)	Bonneville
KRQR	97.3	82 KW @ 1100	AOR	CBS-R	$115.00	(CBS)	CBS
KSAN	94.9	35 KW @ 1290	COUNTRY		$173.00	(Katz)	Malrite
KSOL	107.7	9 KW @ 1590	BLACK	APR	$148.00	(MMR)	United
KYR	93.3	31 KW @ 593	OLDIES	US2	$ 90.00	(MMR)	King
KXXX	99.7	45 KW @ 1240	CHR		$175.00	(Mc-Guild)	Emmis

SAN JOSE

Arbitron Rank/Pop (12+): 29/1,198,600	Stations: 45/16	1988 Revenue: $28,000,000
	Diaries: 1554/771:1/46.9%	HH Inc.: $46,360
MSA Rank/Pop: 30/1,437,800	Sample Target: 1400	Retail $: 11.5 Bil
San Francisco ADI	% Below Line: NA	Pop per Station: 74,912
Average Person Ratings: 16.7	% Not Listed: NA	#1 Biller: KOME-F $4,600,000
Market TSL: 22.0 hours		

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birc Cume	
1. KBAY-F (EZ)	138/ 6.9	6.2	4.5	6.8	9.7	6.1	236/2838	1716/14.3	13.1	15.1	91	4.4	86	1034	KBAY-F
2. KHQT-F (CHR)	126/ 6.3	4.4	5.6	6.0	2.5	5.6	144/2173	1832/15.3	12.4	8.3	41	9.8	191	1836	KHQT-F
3. KOME-F (AOR)	84/ 4.2	4.3	4.1	3.8	4.6	4.1	139/2592	1544/12.9	11.7	11.5	105	5.2	101	1482	KOME-F
4. KWSS-F (CHR)	77/ 3.8	3.6	2.7	4.9	6.5	3.8	146/3049	1659/13.8	12.5	16.8	87	4.8	93	1391	KWSS-F
5. KARA-F (AC)	74/ 3.7	3.5	3.8	3.0	3.9	3.5	98/2094	1626/13.6	10.9	10.2	157	3.8	75	992	KARA-F
6. KSJO-F (AOR)	71/ 3.5	4.7	5.3	3.1	4.5	4.2	122/2337	1466/12.2	11.7	11.5	74	6.3	123	1552	KSJO-F
7. KEZR-F (AC)	56/ 2.8	3.6	3.4	2.7	2.3	3.1	61/1216	1018/ 8.5	9.7	9.0	150	2.2	44	593	KEZR-F
8. KEEN (C)	48/ 2.4	1.7	2.7	1.7	1.7	2.1	49/616	488/ 4.1	4.5	4.0	96	2.2	43	717	KEEN
9. KATD-F (CHR)	44/ 2.2	1.3	2.3	2.2	3.2	2.0	47/1231	994/ 8.3	6.7	12.2	109	1.9	38	765	KATD-F
10. KLIV (BB)	34/ 1.7	2.5	1.7	1.4	1.4	1.8	46/766	503/ 4.2	4.8	4.2	53	1.3	25	357	KLIV
11. KDFC-AF (C)	30/ 1.4	2.0	1.9	2.0	2.1	1.8	96/1907	666/ 5.6	5.8	5.6	93	0.6	11	255	KDFC-AF
12. KNTA (SP)	23/ 1.1	0.6	0.8	1.0	1.6	0.9	25/294	246/ 2.1	2.6	3.3	127	0.5	9	124	KNTA
KLOK (MOR)	23/ 1.1	1.2	1.0	1.1	1.1	1.1	34/713	384/ 3.2	3.3	5.8	55	0.7	14	403	KLOK
14. KAZA (SP)	22/ 1.1	0.7	0.7	1.2	0.6	0.9	28/314	231/ 1.9	1.6	2.4	109	1.3	26	215	KAZA
15.															

12+ FM SHARE (METRO): NA (WIN 88: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHQT-F>>	1 KHQT-F	1 KOME-F<	1 KARA-F	1 KBAY-F	1 KBAY-F>>	1 KBAY-F	1 KBAY-F>	1 KHQT-F	1 KHQT-F>>	1 KEEN >>
2 KWSS-F>	2 KOME-F	2 KHQT-F<	2 KBAY-F	2 KARA-F	2 KARA-F	2 KHQT-F	2 KARA-F	KBAY-F>	2 KBAY-F>	2 KHQT-F
3 KSJO-F	3 KSJO-F	3 KARA-F	3 KOME-F	3 KOME-F	3 KEEN	3 KWSS-F	3 KOME-F	3 KOME-F	3 KWSS-F	3 KLIV
4	4 KWSS-F	4 KWSS-F<	4 KEZR-F	4 KEZR-F	4 KLIV	4 KOME-F	4 KHQT-F	4 KSJO-F	4 KSJO-F	KBAY-F
5	5 KEZR-F	5 KSJO-F	5 KWSS-F	5 KWSS-F	5 KDFC-AF>	KARA-F	5 KEZR-F<	5 KARA-F<	KOME-F	KATD-F
6	6 KARA-F	KBAY-F	6	6	6	6	6 KSJO-F	6 KWSS-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KHQT-F>>	1 KHQT-F	1 KEZR-F	1 KEZR-F<	1 KBAY-F	1 KHQT-F	1 KOME-F	1 KOME-F>	1 KOME-F>	1 KOME-F
2 KWSS-F	2 KEZR-F	2 KWSS-F	2 KHQT-F<	2 KARA-F	2 KSJO-F	2 KSJO-F	2 KSJO-F	2 KSJO-F	2 KARA-F
3 KOME-F	3 KWSS-F>	3 KARA-F>	3 KARA-F	3 KEZR-F	3 KOME-F>	3 KHQT-F>	3 KARA-F>	3 KHQT-F	3 KBAY-F>
4 KLOK	4 KARA-F	4 KHQT-F>	4 KWSS-F	4 KWSS-F	4 KWSS-F>>	4 KWSS-F	4 KHQT-F	4 KARA-F	4 KSJO-F
5 KSJO-F	5 KOME-F	5 KOME-F	5 KBAY-F	5 KATD-F	5 KATD-F>>	5 KARA-F	5 KNTA	5 KBAY-F	5
KEZR-F>>	6	KATD-F	6	6 KHQT-F	6 KEEN	6	6	6 KWSS-F	6
					KARA-F>>				

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KSJX	1500	San Jose	0.5/2.4

RADIO STATIONS

KAZA, 1290, 5 KW (DAYS,DA)	, HISPANIC	,$ 40.00	(Caballero)		(GILROY)
KEEN, 1370, 5 KW (DA-2)	, COUNTRY	UPI,$ 48.00	(MMR)		
KSJX, 1500, 10 KW/5 KW (DA-1)	, BUSINESS NEWS	APR,$ 25.00	(Katz)	Narragansett	
KLIV, 1590, 5 KW (DA-N)	, NOSTALGIA	,$ 40.00	(Eastman)	Empire	
KLOK, 1170, 50 KW/5 KW (DA-2)	, MOR/AC	,$ 46.00	(Katz Hisp.)		
KNTA, 1430, 1 KW (DA-1)	, HISPANIC	,$ 38.00	(Lotus)	Tamarack	
KARA-F, 105.7, 50 KW @ 500, AC		,$ 75.00	(Eastman)	Empire	
KATD-F, 95.3, 375 W @ 860, CHR		,$ 53.00	(Durpetti)		
KBAY-F, 100.3, 15 KW @ 2580, BTFL/EZ		,$ 81.00	(MMR)		
KEZR-F, 106.5, 50 KW @ 430, AC		,$ 60.00	(Christal)		
KHQT-F, 97.7, 1.6 KW @ 875, CHR		,$ 51.00	(HNWH		
KOME-F, 98.5, 13 KW @ 880, AOR		,$100.00	(Torbet)	Infinity	
KSJO-F, 92.3, 50 KW @ 369, AOR		ABC-R,$ 80.00	(Katz)	Narragansett	
KWSS-F, 94.5, 1 KW @ 2580, CHR		,$ 88.00	(Mc-Guild)	Nationwide	(GILROY)

SEATTLE-TACOMA

Arbitron Rank/Pop (12+): 14/2,131,400
ADI# 14
MSA Rank/Pop: Seattle:26/1,801,000
Tacoma: 91/549,400
Average Person Ratings: 16.2
Market TSL: 21.5 hours

Stations: 33/32
Diaries: 1810/1178:1/54.0%
Sample Target: 1780
% Below Line: 0.5
% Not Listed: 7.6

1988 Revenue: $73,500,000
HH Inc.: $35,634
Retail $: 17.6 Bil
Pop per Station: 66,606
#1 Biller: KIRO $18,200,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KIRO (N/T)	344/10.0	11.0	10.6	10.4	8.9	10.5	382/5961	5175/24.3	29.1	21.9	90	9.4	304	4419	KIRO
2. KPLZ-F (CHR)	295/ 8.6	5.8	6.3	7.7	5.5	7.1	325/4873	4293/20.1	16.5	15.0	43	9.4	302	4434	KPLZ-F
3. KUBE-F (CHR)	239/ 6.9	8.1	9.1	7.9	9.4	8.0	265/4669	4272/20.0	22.3	20.3	83	11.4	368	5152	KUBE-F
4. KMPS-AF (C)	198/ 5.7	5.5	6.0	5.4	4.6	5.7	221/2681	2296/10.8	12.3	9.6	105	5.1	146	1873	KMPS-AF
5. KOMO (MOR)	191/ 5.5	5.5	4.7	4.7	5.5	5.1	223/3776	3221/15.1	16.7	15.2	95	4.2	136	2199	KOMO
6. KBRD-F (EZ)	158/ 4.6	4.2	4.2	3.8	6.1	4.2	202/2049	1590/ 7.5	7.7	9.6	65	2.5	81	894	KBRD-F
7. KISW-F (AOR)	146/ 4.2	4.1	5.7	4.8	4.7	4.7	167/3089	2696/12.6	11.6	10.1	83	6.2	199	2392	KISW-F
8. KXRX-F (AOR)	130/ 3.8	4.3	3.7	4.3	4.5	4.0	174/2622	2199/10.3	11.5	9.1	100	5.4	174	2082	KXRX-F
9. KBSG-F (O)	126/ 3.7	3.3	3.9	3.3	1.9	3.5	170/2734	2149/10.1	10.7	5.9	151	2.5	79	1222	KBSG-F
10. KING-F (CL)	124/ 3.6	3.6	3.9	2.4	2.4	3.4	133/2188	2041/ 9.6	9.2	6.4	92	3.4	110	1533	KING-F
11. KLSY-AF (AC)	107/ 3.1	2.2	2.1	2.7	3.9	2.5	110/2135	2017/ 9.1	7.9	9.0	129	3.4	111	2208	KLSY-AF
KIXI (BB)	107/ 3.1	4.2	4.6	4.1	3.6	4.0	117/1687	1528/ 7.2	8.6	8.0	26	2.0	63	1198	KIXI
13. KRPM-AF (C)	102/ 3.0	2.6	3.4	2.2	2.7	2.8	158/1911	1324/ 6.2	6.5	5.7	110	2.2	70	846	KRPM-AF
14. KSEA-F (AC)	100/ 2.9	3.1	3.4	3.3	3.9	3.2	124/1789	1560/ 7.3	7.7	9.7	97	1.9	60	709	KSEA-F
15. KMGI-F (AC)	97/ 2.8	2.6	3.3	3.3	3.9	3.0	102/1667	1394/ 6.5	8.0	9.0	154	2,2	70	958	KMGI-F
16. KING (N/T)	93/ 2.7	3.0	2.2	1.8	2.0	2.4	118/1679	1409/ 6.6	7.9	6.1	96	2.2	71	1123	KING
17. KLTX-F (AC)	90/ 2.6	2.7	1.9	1.8	2.6	2.3	104/1745	1536/ 7.2	8.2	6.5	138	1.3	42	1417	KLTX-F
18. KNUA-F (J/NA)	77/ 2.2	2.7	2.7	1.5	1.7	2.3	82/1525	1379/ 6.5	6.8	5.0	145	2.8	89	1108	KNUA-F
19. KZOK-F (AOR)	76/ 2.2	2.4	2.5	2.8	3.2	2.5	85/1829	1627/ 7.6	8.3	8.6	159	2.6	83	1270	KZOK-F
20. KCMS-F (R/G)	74/ 2.1	1.6	1.1	2.3	2.1	1.8	82/1070	978/ 4.6	5.2	3.9	124	1.7	54	711	KCMS-F
21. KVI (O)	70/ 2.0	2.0	1.9	2.6	2.2	2.1	86/1424	1291/ 6.1	6.6	7.6	155	1.3	43	1012	KVI
22. KEZX-AF (K/AOR)	68/ 2.0	1.3	1.2	1.9	1.9	1.6	88/1269	1121/ 5.1	4.3	3.8	155	1.7	55	616	KEZX-AF
23. KJR (AC)	58/ 1.7	1.6	1.4	2.1	2.3	1.7	69/2011	1735/ 8.1	6.2	7.2	135	2.4	78	1666	KJR
24. KCIS (R/G)	27/ 0.8	0.8	0.7	1.2	0.0	0.9	30/610	438/ 2.1	2.7	0.0	87	0.5	15	375	KCIS
25.															

12+ FM SHARE (METRO): 67.49% (2151 of 3187) (WIN 88: 69.46%) —

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPLZ-F>>	1 KUBE-F	1 KUBE-F	1 KIRO >	1 KIRO >	1 KIRO >	1 KIRO >	1 KIRO	1 KPLZ-F	1 KPLZ-F>	1 KIRO >>
2 KUBE-F>>	2 KPLZ-F	2 KPLZ-F	2 KUBE-F	2 KMPS-AF	2 KOMO	2 KOMO	2 KUBE-F<	2 KIRO	2 KIRO	2 KISW-F
3	3 KISW-F	3 KIRO	KBSG-F	3 KUBE-F<	3 KMPS-AF<	3 KPLZ-F	3 KOMO <	3 KUBE-F	3 KUBE-F>	3 KOMO >>
4	4 KXRX-F>	4 KISW-F<	4 KMPS-AF	4 KBSG-F	4 KBRD-F>	4 KUBE-F>	4 KBRD-F<	4 KISW-F<	4 KISW-F	4 KBRD-F
5	5 KIRO	5 KXRX-F	5 KOMO	5 KOMO	5 KIXI	5 KMPS-AF	5 KMPS-AF	5 KMPS-AF	5 KMPS-AF	5 KMGI-F
6	6 KBSG-F	6 KBSG-F	6 KMGI-F	6 KMGI-F	6 KING-F	6 KISW-F	6 KPLZ-F	6 KOMO	6 KXRX-F	6 KUBE-F
7	7 KLSY-AF	7 KMPS-AF	7	7	7 KING	7	7	7	7 KJR	7 KMPS-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KUBE-F	1 KUBE-F>	1 KLSY-AF	1 KUBE-F>	1 KUBE-F
2 KPLZ-F>>	2 KPLZ-F	2 KUBE-F	2 KPLZ-F	2 KLSY-AF
3 KISW-F	3 KLSY-AF	3 KBSG-F>	3 KLSY-AF	3 KMPS-AF<
4 KXRX-F	4 KISW-F	4 KLTX-F	4 KBSG-F	4 KIRO <
5 KLSY-AF>	5 KBSG-F<	KCMS-F	5 KMPS-AF	5 KBSG-F
6 KBSG-F	6 KXRX-F	6 KEZX-AF	6 KIRO	6 KOMO <
7	7	KZOK-F	7 KLTX-F	7 KLTX-F
		KXRX-F		
		KISW-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KPLZ-F>	1 KPLZ-F	1 KIRO >	1 KIRO	1 KIRO >>
2 KISW-F	2 KISW-F	2 KUBE-F	2 KPLZ-F	2 KMPS-AF
3 KXRX-F	3 KXRX-F	3 KISW-F<	3 KISW-F	3 KBSG-F
4 KUBE-F>>	KUBE-F	4 KXRX-F	4 KXRX-F	4 KOMO
5 KIRO	5 KIRO >>	5 KMGI-F<	5 KUBE-F>	5 KXRX-F
6 KCMS-F	6 KZOK-F	6 KZOK-F<	6 KBSG-F	6 KISW-F<
7	KMGI-F	7 KBSG-F	7 KMPS-AF	7 KUBE-F
		8 KNUA-F		KMGI-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KGNW	820	Burien/Seattle	0.6/1.9
KKFX	1250	Seattle	0.6/2.5
KRIZ	1420	Renton/Seattle	0.5/0.9
KTAC	850	Tacoma	0.4/1.1
KISM-F	92.9	Bellingham	0.5/1.5

RADIO STATIONS

AM STATIONS

KBLE	1050	5 KW/453 W	RELIGION		$ 27.00	(---)	Ostrander-Wilson
KCIS	630	5 KW/2.5 KW (DA-2)	RELIGION	UPI	$ 41.00	(---)	
KEZX	1150	5 KW (DA-N)	JAZZ/VARIOUS		$ NA	(Republic)	Park
KING	1090	50 KW (DA-2)	NEWS/TALK	NBC	$ 56.00	(MMR)	King
KIRO	710	50 KW (DA-N)	NEWS/TALK	CBS	$278.00	(Torbet)	Bonneville
KIXI	880	50 KW/ 1 KW (DA-2)	NOSTALGIA		$ 52.00	(Republic)	Noble
KQUL	1590	5 KW (DA-2)	OLDIES	Source	$ 34.00	(Torbet)	Adams
KJR	950	5 KW (DA-N)	AC		$ 59.00	(HNWH)	Ackerly
KKFX	1250	5 KW (DA-N)	BLACK	APR	$ 36.00	(HNWH)	
KOMO	1000	50 KW (DA-N)	MOR	ABC-I	$160.00	(Katz)	
KVI	570	5 KW	OLDIES		$ 51.00	(Durpetti)	Golden West

FM STATIONS

KBSG	97.3	100 KW @ 700	OLDIES		$ 60.00	(Torbet)	Viacom
KCMS	105.3	115 KW @ 740	RELIGION	UPI	$ 48.00	(Radio Spot Sales)	
KEZX	98.9	100 KW @ 1070	AOR/JAZZ	ABC-E	$ 64.00	(Republic)	Park
KING	98.1	100 KW @ 850	CLASSICAL		$ 72.00	(MMR)	King
KISW	99.9	100 KW @ 1150	AOR		$119.00	(Mc-Guild)	Nationwide
KLSY	92.5	100 KW @ 1100	AC		$ 82.00	(Banner)	Sandusky
KLTX	95.7	100 KW @ 1150	AC		$ 61.00	(HNWH)	Ackerly
KMGI	107.7	100 KW @ 1194	SOFT AC		$ 62.00	(Republic)	Noble
KMPS	94.1	100 KW @ 1170	COUNTRY	APR	$ 110.00	(Mc-Guild)	EZ
KNUA	106.9	100 KW @ 819	JAZZ/NEW AGE	ABC-R	$ 55.00	(Durpetti)	Gannett
KPLZ	101.5	100 KW @ 1150	CHR		$ 83.00	(Durpetti)	Golden West
KSEA	100.7	100 KW @ 736	SOFT AC		$ 79.00	(Torbet)	Bonneville
KRPM	106.1	100 KW @ 700	COUNTRY		$ 66.00	(Christal)	Heritage
KUBE	93.3	100 KW @ 1291	CHR		$135.00	(MMR)	Cook Inlet
KXRX	96.5	100 KW @ 1223	AOR		$ 75.00	(Katz)	Shamrock
KZOK	102.5	100 KW @ 1170	CLASSIC ROCK		$ 72.00	(Banner)	Adams
KBRD	103.7	100 KW @ 1620	BTFL/EZ		$ 74.00	(Republic)	Entercom

SPRINGFIELD, MA

Arbitron Rank/Pop (12+): 71/502,500
MSA Rank/Pop: 86/588,100
ADI # 96
Average Person Ratings: 17.7
Market TSL: 23.0 hours

Stations: 25/14
Diaries: 981/512:1/55.96%
Sample Target: 890
% Below Line: 35.7
% Not Listed: 15.1

1988 Revenue: $11,800,000
HH Inc.: $33,206
Retail $: 4.7 Bil
Pop per Station: 35,892
#1 Biller: WHYN-AF $3,800,000

12+ METRO		1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WRCH-F	(EZ)	90/10.1	8.7	8.9	10.0	9.4	9.4	91/935	894/17.8	15.4	15.3	66	6.4	52	460	WRCH-F
2. WTIC-F	(CHR)	81/ 9.1	7.9	9.2	9.0	9.3	8.8	82/1146	1131/22.5	23.1	22.7	79	11.4	92	1486	WTIC-F
3. WAQY-F	(AOR)	76/ 8.6	8.2	7.2	10.3	7.7	8.6	84/1285	1198/23.8	20.2	19.5	102	10.5	85	1029	WAQY-F
4. WHYN-F	(AC)	73/ 8.2	10.3	9.5	7.0	8.5	8.8	88/1315	1181/23.5	24.8	22.0	140	9.2	74	893	WHYN-F
5. WMAS-F	(AC)	65/ 7.3	10.2	9.1	9.8	9.0	9.1	72/952	897/17.9	21.0	20.9	137	6.2	50	657	WMAS-F
6. WMAS	(BB)	52/ 5.9	4.7	6.3	7.1	7.3	6.0	52/568	562/11.2	9.1	10.6	20	3.3	27	333	WMAS
7. WHYN	(MOR)	47/ 5.3	5.5	5.6	8.6	7.1	6.3	48/805	774/15.4	17.2	17.1	91	6.2	50	666	WHYN
8. WNNZ	(AC)	31/ 3.5	1.8	2.4	2.2	2.5	2.5	31/351	313/ 6.2	5.6	5.5	171	3.2	26	192	WNNZ
9. WHMP-F	(CHR)	28/ 3.2	3.2	2.1	1.9	2.5	2.6	35/585	486/ 9.7	9.0	7.6	81	3.1	25	276	WHMP-F
10. WCCC-F	(AOR)	26/ 2.9	2.5	1.3	2.4	2.5	2.3	26/529	502/10.0	10.5	7.7	90	2.5	20	440	WCCC-F
11. WWYZ-F	(C)	23/ 2.6	2.2	0.4	0.0	0.3	1.3	23/338	332/ 6.6	5.2	2.5	112	3.3	27	354	WWYZ-F
WDRC-F	(AC)	23/ 2.6	2.5	4.7	2.8	3.4	3.1	24/514	508/10.1	8.5	11.3	173	3.1	25	366	WDRC-F
WAAF-F	(AOR)	23/ 2.6	2.5	5.0	2.0	1.5	3.0	29/509	444/ 8.8	9.0	7.0	112	3.5	28	415	WAAF-F
14. WTIC	(MOR)	19/ 2.1	1.7	2.1	2.7	2.9	2.2	20/408	403/ 8.0	5.0	7.2	33	2.2	18	323	WTIC
15.																

12+ FM SHARE (METRO): 71.71% (540 of 753) (WIN 88: 67.24%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTIC-F>>	1 WAQY-F	1 WAQY-F	1 WHYN-F	1 WHYN-F	1 WRCH-F>	1 WTIC-F<	1 WRCH-F	1 WTIC-F	1 WTIC-F	1 WAQY-F>
2 WHMP-F	2 WTIC-F>	2 WTIC-F	2 WAQY-F<	2 WMAS-F	2 WMAS >	2 WHYN-F<	2 WMAS-F	2 WRCH-F<	2 WAQY-F>	2 WMAS-F
3 WAQY-F>	3 WHYN-F	3 WHYN-F	3 WMAS-F	3 WAQY-F	3 WHYN-F	3 WMAS-F<	WHYN-F<	3 WAQY-F	3 WRCH-F	3 WTIC
4	4 WMAS-F	4 WMAS-F>	4 WTIC-F	4 WTIC-F	WHYN	4 WRCH-F	4 WAQY-F	4 WHYN-F	4 WHMP-F	WHYN
5	5 WCCC-F	5 WCCC-F	5 WNNZ	5 WRCH-F	5 WMAS-F>	5 WAQY-F	5 WTIC-F	5 WMAS-F>	5 WHYN-F	5 WHMP-F
6	6	WNNZ	6 WDRC-F	6 WNNZ	6 WNNZ	6 WHYN	6	6	WHYN	6 WTIC-F
7	7	7	7	7	7	7 WMAS	7		7	WHCN-F>

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WTIC-F>>	1 WTIC-F>	1 WMAS-F	1 WTIC-F<	1 WMAS-F	1 WAQY-F>	1 WAQY-F>>	1 WAQY-F>>	1 WAQY-F>	1 WAQY-F>
2 WAQY-F	2 WMAS-F	2 WTIC-F	2 WMAS-F	2 WHYN-F>	2 WTIC-F	2 WTIC-F	2 WTIC-F>	2 WTIC-F	2 WNNZ
3 WHYN-F	3 WHYN-F	WHYN-F>	WHYN-F>	3 WTIC-F	3 WCCC-F>	3 WCCC-F>	3 WCCC-F	3 WHYN-F	WHYN-F>
4 WMAS-F>>	4 WAQY-F>	4 WHMP-F	4 WAQY-F>	4 WRCH-F	4 WAAF-F>	4 WAAF-F	WHYN-F	4 WCCC-F	4 WTIC-F
5 WKSS-F	5 WHMP-F>	5 WAQY-F>	5 WHYN	5 WHYN	5 WHMP-F	5 WHYN-F	5 WHCN-F	WNNZ >	WRCH-F
WCCC-F	6 WKSS-F	6 WKSS-F>	6 WDRC-F	6 WDRC-F	6 WHCN-F	6 WHCN-F	WAAF-F	6 WAAF-F	6 WDRC-F
7	7	WIOF-F	WHMP-F	7	WHYN-F>>	7	WNNZ	7	WMAS-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WACE	730	Chicopee	0.6/3.0
WARE	1250	Ware	0.6/2.1
WHMP	1400	Northampton	1.9/5.2
WIXY	1600	East Longmeadow	0.9/2.5
WREB	930	Holyoke	1.8/3.9
WSPR	1270	Springfield	0.8/4.0
WTTT	1430	Amherst	0.7/2.1
WAAF-F	107.3	Worcester	2.6/8.8
WCCC-F	106.9	Hartford	2.9/%10.0
WDRC-F	102.9	Hartford	2.6/%10.1
WHCN-F	105.9	Hartford	1.4/6.8
WIOF-F	104.1	Waterbury	0.5/3.2
WKSS-F	95.7	Hartford	1.2/7.6
WRCH-F	100.5	New Britain	%10.1/%17.8
WSRS-F	96.1	Worcester	0.6/3.1
WTIC	1080	Hartford	2.1/8.0
WTIC-F	96.5	Hartford	9.1/%22.5
WWYZ-F	92.5	Waterbury	2.6/6.6

RADIO STATIONS

WHMP, 1400, 1 KW	, MOR	NBC,$ 18.00	(K & P)	
WHYN, 560, 5 KW/1 KW (DA-1)	, MOR/AC	ABC-I,$ 33.00	(Mc-Guild)	Wilks-Schwartz
WIXY, 1600, 5 KW/2.5 KW (DA-1)	, COUNTRY	CBS,$ 16.00	(Katz)	Sunshine
WMAS, 1450, 1 KW	, NOSTALGIA	MBS,$ 29.00	(Banner)	Lapin
WNNZ, 640, 50 KW (DA-2)	, OLDIES	US 2,$ 17.00	(Katz)	
WREB, 930, 500 W (DAYS)	, TALK	,$ 13.00	(---)	
WAQY-F, 102.1, 27 KW @ 650, AOR		ABC-F,$ 54.00	(Katz)	Sunshine
WHMP-F, 99.3, 3 KW @ 300, CHR		,$ 24.00	(K & P)	
WHYN-F, 93.1, 12 KW @ 1000, AC		,$ 60.00	(Mc-Guild)	Wilks-Schwartz
WMAS-F, 94.7, 50 KW @ 360, AC		,$ 58.00	(Banner)	Lapin

SYRACUSE

Arbitron Rank/Pop (12+): 64/540,300
MSA Rank/Pop: 74/652,400
ADI # 68
Average Person Ratings: 18.5
Market TSL: 24.0 hours

Stations: 25/18
Diaries: 905/597:1/58.0%
Sample Target: 920
% Below Line: 5.7
% Not Listed: 13.2

1988 Revenue: $15,800,000
HH Inc.: $36,884
Retail $: 4.3 Bil
Pop per Station: 30,016
#1 Biller: WYYY-F $5,000,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WNTQ-F (CHR)	153/15.3	12.6	10.6	12.8	13.6	12.8	175/2162	1720/31.8	30.4	26.3	85	12.3	113	1435	WNTQ-F
2. WYYY-F (AC)	147/14.7	13.8	17.2	15.2	13.7	15.2	165/2294	1947/36.0	33.6	31.9	134	14.9	137	1719	WYYY-F
3. WSYR (MOR)	100/10.0	14.2	11.6	12.2	13.7	12.0	110/1672	1390/25.7	28.9	26.7	69	11.2	103	1175	WSYR
4. WRHP-F (EZ)	77/ 7.7	6.6	5.6	2.9	5.8	5.7	93/894	662/12.3	11.0	12.3	61	5.8	53	636	WRHP-F
5. WAQX-F (AOR)	62/ 6.2	8.0	5.3	9.0	5.6	7.1	72/1189	1018/18.8	19.0	16.3	111	7.2	66	1139	WAQX-F
6. WKFM-F (AOR)	59/ 5.9	6.0	6.7	5.2	5.7	5.9	86/1283	938/17.4	15.6	14.7	124	8.4	77	1008	WKFM-F
7. WSEN-AF (O)	49/ 4.9	4.8	7.2	5.8	5.7	5.7	59/952	730/13.5	13.0	13.9	178	4.7	43	677	WSEN-AF
8. WEZG-F (EZ)	46/ 4.6	4.2	4.8	6.5	8.2	5.0	46/604	604/11.2	11.2	14.3	76	2.6	24	342	WEZG-F
9. WHEN (MOR)	32/ 3.2	4.6	4.1	5.6	3.5	4.4	37/786	665/12.3	14.9	12.4	103	4.0	37	524	WHEN
10. WNDR (BB)	25/ 2.5	0.4	1.7	2.2	1.6	1.7	25/332	304/ 5.6	3.7	7.0	120	2.2	20	194	WNDR
11. WPCX-F (C)	23/ 2.3	2.2	0.4	0.8	0.0	1.4	71/770	280/ 5.2	5.2	0.0	113	2.8	26	238	WPCX-F
12. WSCP-AF (C)	22/ 2.2	1.7	2.5	3.3	1.4	2.4	22/224	206/ 3.8	4.0	2.7	82	0.4	4	92	WSCP-AF
13.															
14.															
15.															

12+ FM SHARE (METRO): 78.09% (677 of 867) (WIN 88: 73.60%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNTQ-F>>	1 WNTQ-F	1 WYYY-F	1 WYYY-F>	1 WYYY-F>	1 WSYR	1 WYYY-F	1 WYYY-F	1 WNTQ-F<	1 WNTQ-F>	1 WSYR
2	2 WYYY-F>	2 WNTQ-F>>	2 WNTQ-F>	2 WNTQ-F>	2 WRHP-F	2 WNTQ-F	2 WNTQ-F>	2 WYYY-F>	2 WSYR	2 WNTQ-F<
3	3 WAQX-F	3 WAQX-F	3 WSEN-AF	3 WSEN-AF	3 WYYY-F>	3 WSYR >>	3 WRHP-F	3 WRHP-F>	3 WYYY-F	3 WAQX-F>>
4	4 WKFM-F>>	4 WKFM-F>	4 WAQX-F<	4 WKFM-F	4 WEZG-F	4 WKFM-F	4 WSYR	4 WAQX-F<	4 WAQX-F>	4
5	5 WSEN-AF	5 WSEN-AF	5 WKFM-F	5 WSYR	5 WSEN-AF	5 WRHP-F	5 WAQX-F<	5 WKFM-F	5 WSEN-AF	5
	6	6	6 WSYR	WAQX-F	6 WNTQ-F	6 WAQX-F	6 WKFM-F	6 WSYR	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WNTQ-F>>	1 WNTQ-F	1 WYYY-F	1 WNTQ-F<	1 WYYY-F>
2 WYYY-F>>	2 WYYY-F>>	2 WNTQ-F>>	2 WYYY-F>>	2 WNTQ-F>
3 WAQX-F>	3 WAQX-F	3 WSEN-AF>	3 WSEN-AF	3 WSYR <
4 WKFM-F>>	4 WSEN-AF	4 WEZG-F	4 WSYR	4 WSEN-AF
5 WRCK-F	5	WAQX-F	5 WAQX-F	5
WHEN >>				

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKFM-F	1 WAQX-F	1 WAQX-F	1 WYYY-F	1 WYYY-F>
2 WAQX-F	2 WKFM-F	2 WKFM-F<	2 WKFM-F	2 WNTQ-F
3 WNTQ-F>	3 WNTQ-F	3 WNTQ-F	WAQX-F<	WAQX-F<
4 WYYY-F>>	4 WYYY-F>>	4 WYYY-F>>	4 WNTQ-F>>	4 WKFM-F
5 WPCX-F	5	5 WSEN-AF>>	5 WSEN-AF	5 WSEN-AF

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WMHR-F	102.9	Syracuse	0.6/2.4
WSGO	1440	Oswego	0.5/1.2
WSGO-F	105.5	Oswego	0.7/1.7
WXRA	1220	North Syracuse	1.6/3.0
WZZZ	1300	Fulton	0.4/1.2
WFRG	1450	Rome/Utica	
WFRG-F	96.1	Rome/Utica	1.2/3.4
WKGW-F	104.3	Utica/Rome	0.4/1.8
WNYZ-F	98.7	Utica/Rome	0.3/2.7
WOUR-F	96.9	Utica	0.8/2.8
WRCK-F	107.3	Utica	0.7/3.4

RADIO STATIONS

WHEN, 620, 5 KW/1 KW (DA-N) , AC/MOR ABC-E,$ 48.00 (Banner) Park
WNDR, 1260, 5 KW (DA-N) , NOSTALGIA CBS,MBS,$ 17.00 (Mc-Guild) Osborn
WSYR, 570, 5 KW (DA-2) , MOR NBC,$ 75.00 (Katz) New City

WAQX-F, 95.7, 3 KW @ 300, AOR ABC-R,$ 45.00 (MMR) Atlantic Ventures
WEZG-F, 100.9, 3 KW @ 165, BTFL/EZ ,$ 31.00 (Durpetti)
WKFM-F, 104.7, 50 KW @ 500, CLASSIC ROCK SOURCE,$ 33.00 (Christal) Wilks-Schwartz
WMHR-F, 102.9, 20 KW @ 780, RELIGION ,$ 8.00 (---)
WNTQ-F, 93.1, 97 KW @ 660, CHR ,$ 50.00 (Mc-Guild) Osborn
WRHP-F, 107.9, 50 KW @ 500, BTFL/EZ ABC-D,$ 40.00 (Banner) Park
WSEN-F, 92.1, 3 KW @ 300, OLDIES ,$ 30.00 (HNWH) Buckley (BALDWINSVILLE)
WYYY-F, 94.5, 100 KW @ 650, AC ,$100.00 (Katz) New City
WSCP-F, 101.7, 3 KW @ 300, COUNTRY ,$ NA (---) (PULASKI)

TAMPA-ST. PETERSBURG

Arbitron Rank/Pop (12+): 21/1,756,466

MSA Rank/Pop: 21/2,004,900
ADI # 17
Average Person Ratings: 18.3
Market TSL: 24.25 hours

Stations: 29/24 —
Diaries: 1566/1122:1/57.1%
Sample Target: 1530
% Below Line: 11.3
% Not Listed: 10.1

1987 Revenue: $57,800,000
HH8Inc.: $29,007
Retail $: 14.6 Bil
Pop per Station: 73,186
#1 Biller: WRBQ-F $18,500,000

12+ METRO		1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WRBQ-AF	(CHR)	498/15.5	15.4	16.6	17.1	17.4	16.1	534/6481	5507/31.4	33.0	31.6	123	21.5	621	6590	WRBQ-AF
2. WYNF-F	(AOR)	243/ 7.5	6.9	7.4	7.0	5.9	7.2	378/3726	2449/13.9	15.0	11.1	116	9.2	265	2351	WYNF-F
3. WDUV-F	(EZ)	220/ 6.8	6.4	5.8	3.0	3.0	5.5	341/3569	2005/11.4	11.8	6.8	19	3.6	103	1226	WDUV-F
4. WQYK-AF	(C)	207/ 6.5	7.9	6.9	8.2	8.7	7.4	243/2931	2263/12.9	14.5	14.6	115	6.8	197	1850	WQYK-AF
5. WWRM-F	(AC)	203/ 6.3	9.4	5.9	9.6	10.5	7.8	253/3597	3040/17.3	20.2	15.6	95	6.3	183	2268	WWRM-F
6. WFLA	(N/T)	202/ 6.3	4.7	4.7	5.9	4.4	5.4	221/2228	1825/10.4	10.4	9.9	78	6.4	184	1891	WFLA
7. WUSA-F	(AC)	181/ 5.6	4.8	5.7	6.0	5.2	5.5	183/2317	2105/12.0	12.2	10.7	175	3.2	93	1695	WUSA-F
8. WGUL-AF	(BB)	177/ 5.5	3.3	3.7	3.3	3.2	4.0	178/1590	1567/ 8.9	6.3	6.0	13	2.8	79	907	WGUL-AF
9. WNLT-F	(AC)	139/ 4.3	4.1	5.9	4.0	5.2	4.6	147/2497	2204/12.5	12.4	10.0	140	5.0	143	2369	WNLT-F
10. WHVE-F	(J/NA)	99/ 3.1	1.4	1.6	2.0	1.8	2.0	118/1541	1065/ 6.1	6.0	5.0	181	1.9	56	951	WHVE-F
WKRL-F	(AOR)	99/ 3.1	3.7	3.8	4.0	3.8	3.7	110/2105	1699/ 9.7	9.3	7.6	129	4.1	118	1956	WKRL-F
12. WDAE	(BB)	97/ 3.0	2.7	3.7	2.1	2.9	2.9	101/1141	1088/ 6.2	5.2	5.0	17	1.9	56	535	WDAE
13. WFLZ-F	(AC)	87/ 2.7	4.3	2.9	4.6	4.7	3.6	172/2433	1400/ 8.0	11.8	9.8	167	3.8	109	1432	WFLZ-F
14. WTMP	(B)	76/ 2.4	2.1	2.3	2.3	1.8	2.3	81/832	788/ 4.5	4.6	4.2	125	2.3	66	1014	WTMP
15. WXCR-F	(CL)	73/ 2.3	1.6	1.0	1.7	1.3	1.6	76/957	914/ 5.2	4.4	3.5	100	2.3	65	534	WXCR-F
16. WSUN	(C)	62/ 1.9	2.7	2.4	3.7	3.4	2.7	92/1509	1044/ 5.9	7.4	8.2	53	2.5	72	646	WSUN
17.																
18.																
19.																
20.																

12+ FM SHARE (METRO): 76.95% (2230 of 2898) (WIN 88: 77.75%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRBQ-AF>>	1 WRBQ-AF	1 WRBQ-AF>	1 WRBQ-AF>>	1 WRBQ-AF>	1 WDUV-F	1 WRBQ-AF>>	1 WRBQ-AF>	1 WRBQ-AF>>	1 WRBQ-AF>	1 WFLA >>
2 WYNF-F>>	2 WYNF-F>>	2 WYNF-F>	2 WUSA-F<	2 WUSA-F	2 WFLA <	2 WYNF-F	2 WDUV-F<	2 WYNF-F	2 WFLA	2 WRBQ-F>>
3	3 WNLT-F	3 WUSA-F	3 WYNF-F>	3 WYNF-F	3 WRBQ-AF<	3 WFLA	3 WQYK-AF<	3 WWRM-F<	3 WYNF-F>	3 WKRL-F
4	4 WKRL-F	4 WNLT-F	4 WQYK-AF	4 WQYK-AF	4 WGUL-AF	4 WQYK-AF	4 WWRM-F	4 WDUV-F<	4 WGUL-AF	4 WDAE
5	5 WQYK-AF	5 WQYK-AF	5 WNLT-F	5 WWRM-F	WWRM-F	5 WWRM-F	5 WYNF-F	5 WFLA <	5 WDUV-F	5 WYNF-F<
6	6 WUSA-F<	6 WKRL-F	6 WHVE-F	WNLT-F	6 WQYK-AF	6	6	6 WQYK-AF<	6 WWRM-F	6 WRXB
7	7 WHVE-F	7 WHVE-F<	7 WWRM-F	7 WHVE-F	7 WUSA-F>	7	7	7 WUSA-F	7 WQYK-AF	WQYK-F
8	8	8 WWRM-F	8	8	8	8	8	8	8	WGUL

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WRBQ-AF>>	1 WRBQ-AF>>	1 WRBQ-AF>>	1 WRBQ-AF>>	1 WRBQ-AF>>
2 WYNF-F>	2 WNLT-F	2 WNLT-F	2 WUSA-F	2 WUSA-F
3 WNLT-F>>	3 WYNF-F	3 WUSA-F	3 WNLT-F>	3 WQYK-AF
4 WFLZ-F>	4 WUSA-F	4 WQYK-AF>	4 WQYK-AF	4 WWRM-F
5 WWRM-F	5 WQYK-AF	5 WYNF-F	5 WYNF-F	5 WNLT-F>
WRXB	6 WHVE-F	6 WTMP	WWRM-F	6 WHVE-F
7	7	7	7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYNF-F>>	1 WYNF-F>>	1 WYNF-F>	1 WYNF-F	1 WRBQ-AF
2 WRBQ-AF>	2 WRBQ-AF>	2 WRBQ-AF>	2 WRBQ-AF>>	2 WYNF-F>
3 WKRL-F>>	3 WKRL-F>>	3 WKRL-F>	3 WKRL-F	3 WUSA-F
4 WNLT-F>	4 WQYK-AF	4 WHVE-F	4 WUSA-F	4 WFLA <
5 WQYK-AF>>	5 WNLT-F<	5 WQYK-AF	5 WQYK-AF<	5 WQYK-AF
6	6 WHVE-F	6 WFLZ-F	6 WFLA	6 WFLZ-F
7	7 WTMP	7	7 WHVE-F<	7 WHVE-F<
	WFLZ-F >		8 WFLZ-F	8 WKRL-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEND	760	Brandon	0.4/1.3
WHBO	1040	Tampa	0.9/2.0
WLFF	680	St Petersburg	1.2/1.9
WLVU-F	106.3	Holiday/Nw Pt R	0.8/2.8
WPAS	1400	Zephyrhills	0.5/0.8
WRXB	1590	St Pete Bch/Tam	1.2/2.1
WTKN	570	Pinellas Park/T	0.9/4.2
WEZY-F	94.1	Lakeland	0.4/0.7
WHLY-F	106.7	Leesburg/Orlndo	0.4/1.5
WPCV-F	97.5	Wintr Havn/Lkln	0.6/1.5

RADIO STATIONS

AM STATIONS

WAMA,	1500,	10 KW (DAYS)	, HISPANIC	UPI,$ 25.00	(Caballero)	
WDAE,	1250,	5 KW (DA-N)	, NOSTALGIA	ABC-I,$ 58.00	(Mc-Guild)	Gannett
WFLA,	970,	5 KW (DA-2)	, TALK	NBC,$ 46.00	(Eastman)	Jacor
WHBO,	1040,	5 KW (DAYS)	, OLDIES	,$ 40.00	(MMR)	Metroplex
WLFF,	680,	1 KW (DAYS)	, NOSTALGIA	,$ 27.00	(---)	Century
WQBN,	1300,	5 KW/1 KW (DA-2)	, HISPANIC	,$ 19.00	(Katz Hisp.)	
WRBQ,	1380,	5 KW (DA-N)	, CHR	ABC-F,$ N/A		Edens
WRXB,	1590,	5 KW/1 KW (DA-2)	, BLACK	NBN,$ 25.00	(Lazar)	
WSUN,	620,	10 KW (DA-N)	, COUNTRY	MBS CBS,$ 72.00	(CBS)	CBS
WTAN,	1340,	1 KW (DA-1)	, MOR	,$ 22.00	(---)	
WTKN,	570,	5 KW/10 KW (DA-2)	, TALK/NEWS	CBS,MBS,$ 51.00	(HNWH)	Susquehanna
WTMP,	1150,	5 KW/2.5 KW (DA-2)	, BLACK	SBN,$ 33.00	(HNWH)	

FM STATIONS

WFLX,	93.3,	100 KW @ 940,	AC	,$ 60.00	(Eastman)	Jacor	
WGUL,	105.5,	3 KW @ 300,	NOSTALGIA	MBS,$ 42.00	(Roslin)	Marcocci	
WKRL,	97.9,	100 KW @ 639,	CLASSIC ROCK	Source,$ 78.00	(Banner)	Sandusky	
WNLT,	95.7,	100 KW @ 650,	AC	,$ 70.00	(Mc-Guild)	Metroplex	
WQYK,	99.5,	100 KW @ 550,	COUNTRY	,$110.00	(Katz)	Infinity	
WRBQ,	104.7,	100 KW @ 555,	CHR	ABC-F,$280.00	(Christal)	Edens	
WUSA,	100.7,	100 KW @ 630,	AC	,$104.00	(Mc-Guild)	Gannett	
WWRM,	107.3,	100 KW @ 649,	BTFL/EX	,$101.00	(Republic)	Cox	
WXCR,	92.1,	2 KW @ 400,	CLASSICAL	UPI,$ 40.00	(CMBS)	Entercom	
WYNF,	94.9,	100 KW @ 1360,	AOR	ABC-R,$ 88.00	(CBS)	CBS	
WHVE,	102.5,	100 KW @ 570,	JAZZ/NEW AGE/AC	,$ 46.00	(Torbet)	Susquehanna	(SARASOTA)

WDUV - See Sarasota

FORMAT CODES

CHR	Contemporary Hit Radio, Top 40, Contemporary	T	Talk
AC	Adult Contemporary	N	News
O	Oldies (1955 to near 1988)	SP	Hispanic/Spanish
B	Black (audience predominantly Black - over 75%)	BB	Big Band, Nostalgia
U	Urban (majority of audience is non-white although a large segment is white)	M	Middle of Road (MOR), Full Service, Variety
		J/NA	Jazz and New Age
EZ	EZ Listening, Beautiful Music	R	Religion, Christian, Christian Music
AOR	Album Oriented Rock, also includes Classic Rock	G	Gospel
CL	Classical	E	Ethnic
C	Country	?	Others or Unknown

TOLEDO

Arbitron Rank/Pop (12+): 72/502,400
MSA Rank/Pop: 81/612,500
ADI # 63
Average Person Ratings: 17.1
Market TSL: 22.75 hours

Stations: 23/13
Diaries: 1066/471:1/57.4%
Sample Target: 1010
% Below Line: 11.5
% Not Listed: 14.0

1988 Revenue: $15,300,000
HH Inc.: $32,816
Retail $: 5.1 Bil
Pop per Station: 38,646
#1 Biller: WMHE-F $3,600,000

12+ METRO		1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WRQN-F	(CHR)	101/11.8	9.0	7.2	5.7	6.3	8.4	132/1805	1286/25.6	26.1	18.7	60	13.9	119	1201	WRQN-F
2. WIOT-F	(AOR)	98/11.4	12.2	10.3	9.6	8.8	10.9	159/2177	1227/24.4	23.5	22.4	123	16.3	140	1268	WIOT-F
3. WMHE-F	(CHR)	83/ 9.7	8.9	10.8	11.0	15.4	10.1	139/2376	1323/26.3	29.7	33.0	112	10.8	93	1343	WMHE-F
4. WLQR-F	(EZ)	80/ 9.3	7.4	8.1	11.5	9.8	9.1	126/1536	1081/21.5	17.2	19.0	88	7.7	66	654	WLQR-F
5. WWWM-F	(AC)	78/ 9.1	7.6	6.2	8.7	6.2	7.9	83/1235	1067/21.2	19.1	16.8	156	6.9	59	896	WWWM-F
WKKO-F	(C)	78/ 9.1	10.7	10.6	14.4	9.5	11.2	108/1349	861/17.1	19.1	19.0	114	8.5	73	634	WKKO-F
7. WSPD	(MOR)	49/ 5.7	5.2	7.2	6.2	8.3	6.1	54/919	781/15.5	16.0	18.6	58	6.4	55	838	WSPD
8. WJR	(MOR)	34/ 4.0	4.7	5.5	4.2	4.0	4.6	85/1295	590/11.7	12.0	11.2	105	3.8	33	493	WJR
9. CKLW	(BB)	28/ 3.3	3.9	4.3	3.1	3.8	3.7	55/780	372/ 7.4	8.4	7.5	48	2.8	24	290	CKLW
10. WVOI	(B)	24/ 2.8	3.7	5.4	3.9	3.2	4.0	24/289	[illegible] 5.8	7.8	6.4	79	2.3	20	411	WVOI
11. WTOD	(C)	22/ 2.6	6.1	3.0	4.8	4.8	4.1	26/347	[illegible]/ 5.0	7.7	8.1	35	1.7	15	130	WTOD
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 75.61% (558 of 738) (WIN 88: 67.71%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRQN-F>>	1 WIOT-F<	1 WIOT-F	1 WIOT-F<	1 WWWM-F<	1 WLQR-F	1 WKKO-F<	1 WIOT-F	1 WIOT-F	1 WRQN-F>	1 WSPD >>
2 WMHE-F>	2 WRQN-F	2 WRQN-F	2 WWWM-F	2 WIOT-F	2 WKKO-F	2 WRQN-F	2 WLQR-F<	2 WRQN-F	2 WIOT-F	2 WRQN-F
3 WIOT-F	3 WMHE-F	3 WMHE-F<	3 WMHE-F	3 WMHE-F<	3 WSPD >	3 WIOT-F	3 WMHE-F<	3 WMHE-F	3 WSPD	3 WLQR-F<
4	4 WWWM-F>>	4 WWWM-F>	4 WKKO-F	4 WKKO-F	4 WWWM-F	4 WLQR-F	4 WWWM-F	4 WLQR-F<	4 WWWM-F	4 WKKO-F
5	5 WKKO-F	5 WKKO-F	5 WRQN-F	5 WLQR-F	5 CKLW	5 WWWM-F<	5 WKKO-F	5 WWWM-F	5 WMHE-F	5 WWWM-F
6	6	6	6 WLQR-F	6 WRQN-F	6	6 WMHE-F<	6 WRQN-F>>	6 WKKO-F	6 WLQR-F	WMHE-F
						7 WSPD				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRQN-F>>	1 WRQN-F<	1 WMHE-F>	1 WMHE-F	1 WMHE-F	1 WRQN-F>	1 WIOT-F>	1 WIOT-F>	1 WIOT-F>	1 WIOT-F
2 WMHE-F	2 WMHE-F>	2 WWWM-F	2 WRQN-F	2 WLQR-F<	2 WIOT-F>	2 WRQN-F	2 WWWM-F>	2 WWWM-F	2 WWWM-F>
3 WIOT-F>>	3 WIOT-F>	3 WIOT-F	3 WIOT-F	3 WKKO-F<	3 WMHE-F>	3 WWWM-F	3 WMHE-F	3 WRQN-F	3 WKKO-F
4 WWWM-F>	4 WWWM-F>>	4 WRQN-F>	4 WWWM-F	4 WWWM-F>	4 WWWM-F	4 WMHE-F>>	4 WRQN-F>	4 WMHE-F	4 WMHE-F
5 WVOI >	5 WKKO-F	5 WLQR-F	5 WKKO-F	5 WIOT-F	WKKO-F>>	5 WKKO-F	5 WJR >	5 WKKO-F	5 WRQN-F
6 WJLB-F>>	6 WLQR-F	WKKO-F>>	6 WLQR-F>>	6 WRQN-F>	6	6 WJR	6 WKKO-F>>	6	6 WJR

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCWA	1230	Toledo	1.3/6.0
WJYM	730	Bowling Green	0.5/1.2
WMTR-F	95.9a	Rchbold/Wauseon	0.3/1.6
WOHO	1470	Toledo	0.9/4.2
CKMR-F	93.9	Windsor	0.3/2.8
WHMQ-F	100.5	Findlay	0.3/1.0
WHYT-F	96.3	Detroit	0.3/2.4
WJLB-F	97.9	Detroit	1.0/2.1
WJZZ-F	105.9	Detroit	0.5/1.1
WOSE-F	94.5	Pt.Clinton/Sandusky	0.3/1.4
WQTE-F	95.3	Adrian	0.8/1.0
WRIF-F	101.1	Detroit	0.6/3.0

RADIO STATIONS

WCWA,	1230,	1 KW	, OLDIES	MBS, CBS,	$ 20.00	(Eastman)	Reams	
WOHO,	1470,	1 KW (DA-2)	, AC/OLDIES	,	$ 17.00	(Durpetti)		
WSPD,	1370,	5 KW (DA-N)	, MOR	NBC,	$ 50.00	(Katz)	Commonwealth	
WTOD,	1560,	5 KW (DAYS,DA)	, COUNTRY	ABC-I,	$ 31.00	(MMR)	Booth	
WVOI,	1520,	1 KW (DA-2)	, BLACK	SBN,	$ 19.00	(Regional)		
WIOT-F,	104.7,	37 KW @ 655,	AOR	Source,	$ 60.00	(Eastman)	Reams	
WKKO-F,	99.9,	50 KW @ 500,	COUNTRY	ABC-E,	$ 46.00	(MMR)	Booth	
WLQR-F,	101.5,	15 KW @ 810,	BTFL/EZ	,	$ 50.00	(Katz)	Commonwealth	
WMHE-F,	92.5,	50 KW @ 480,	CHR	ABC-F,	$ 74.00	(Christal)	Noble	
WRQN-F,	93.5,	3 KW @ 300,	CHR	,	$ 25.00	(Republic)		(BOWLING GREEN)
WWWM-F,	105.5,	2.7 KW @ 300,	AC	,	$ 43.00	(Durpetti)		

TUCSON

Arbitron Rank/Pop (12+): 63/543,600
MSA Rank/Pop: 78/625,300
ADI # 83
Average Person Ratings: 17.8
Market TSL: 23.5 hours

Stations: 24/20
Diaries: 984/552:1/55.9%
Sample Target: 880
% Below Line: 3.3
% Not Listed: 11.3

1988 Revenue: $17,100,000
HH Inc.: $27,740
Retail $: 7.0 Bil
Pop per Station: 27,180
#1 Biller: KRQQ-F $2,900,000

12+ METRO		1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KRQQ-F	(CHR)	222/23.0	18.0	22.4	20.5	19.3	21.0	254/2489	2129/39.2	35.0	33.2	73	30.1	281	2257	KRQQ-F
2. KIIM-F	(C)	100/10.4	11.6	10.2	11.2	10.4	10.9	110/1222	1070/19.7	20.0	17.4	135	10.6	99	969	KIIM-F
3. KLPX-F	(AOR)	86/ 8.9	7.6	8.8	7.6	8.7	8.2	88/1020	971/17.9	19.0	18.9	139	9.7	91	1192	KLPX-F
4. KJYK-F	(EZ/AC)	73/ 7.6	6.0	8.2	9.5	10.4	7.8	84/987	880/16.2	14.8	17.7	133	4.7	44	554	KJYK-F
5. KWFM-F	(O)	48/ 5.0	6.1	8.4	9.0	9.2	7.1	55/823	737/13.6	17.5	18.7	178	7.1	66	802	KWFM-F
6. KNST	(N/T)	39/ 4.0	4.4	3.0	3.7	3.6	3.8	41/648	577/10.6	13.2	11.7	108	4.3	40	574	KNST
7. KMRR	(BB)	38/ 3.9	5.3	1.5	0.7	0.3	2.9	39/406	372/ 6.8	7.5	1.8	41	2.4	22	230	KMRR
8. KQTL	(SP)	37/ 3.8	1.5	1.9	1.4	2.8	2.2	38/269	246/ 4.5	4.4	3.3	84	1.6	15	284	KQTL
9. KGVY	(BB)	35/ 3.6	5.2	2.2	1.9	2.8	3.2	40/307	271/ 5.0	5.4	4.4	6	2.0	19	135	KGVY
10. KXEW	(SP)	28/ 2.9	2.9	2.1	2.5	2.1	2.6	28/274	255/ 4.7	3.9	3.9	97	1.6	15	191	KXEW
11. KUPD-F	(AOR)	26/ 2.7	2.0	2.9	2.8	3.0	2.6	33/466	393/ 7.2	6.7	7.1	89	1.9	18	312	KUPD-F
KCUB	(C)	26/ 2.7	3.2	2.4	3.7	3.5	3.0	26/379	346/ 6.4	8.2	7.5	74	3.5	33	414	KCUB
13. KQYT-F	(AOR)	20/ 2.1	1.3	1.2	1.4	1.3	1.5	21/236	220/ 4.0	4.4	5.7	76	1.9	18	359	KQYT-F
14. KCEE	(O)	19/ 2.0	2.4	1.6	2.2	1.2	2.0	19/283	260/ 4.8	5.5	3.8	170	1.0	9	175	KCEE
15. KTUC	(T)	15/ 1.6	1.3	1.7	1.8	1.2	1.6	15/383	376/ 6.9	6.1	6.2	38	0.9	8	294	KTUC

12+ FM SHARE (METRO): 69.04% (591 of 856) (WIN 88: 72.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KRQQ-F>>	1 KRQQ-F>>	1 KRQQ-F>>	1 KRQQ-F>	1 KRQQ-F	1 KIIM-F<	1 KRQQ-F>>	1 KRQQ-F>	1 KRQQ-F>>	1 KRQQ-F>>	1 KRQQ-F>>
2	2 KLPX-F>	2 KLPX-F	2 KLPX-F	2 KIIM-F	2 KJYK-F	2 KIIM-F	2 KIIM-F	2 KIIM-F<	2 KLPX-F>	2 KNST >
3	3 KIIM-F>	3 KIIM-F>	3 KIIM-F	3 KLPX-F	3 KRQQ-F	3 KLPX-F	3 KLPX-F<	3 KLPX-F	3 KIIM-F>	3 KIIM-F
4	4 KWFM-F>	4 KJYK-F	4 KJYK-F<	4 KJYK-F	4 KMRR	4 KJYK-F	4 KJYK-F>	4 KJYK-F>	4 KWFM-F	4 KLPX-F
5	5 KUPD-F	5 KWFM-F>>	5 KWFM-F>>	5 KWFM-F>>	5 KGVY	5 KWFM-F	5 KWFM-F	5 KWFM-F	5 KUPD-F KNST	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KRQQ-F>>	1 KRQQ-F>>	1 KRQQ-F>>	1 KRQQ-F>>	1 KRQQ-F>
2 KLPX-F>	2 KWFM-F	2 KWFM-F	2 KJYK-F	2 KJYK-F<
3 KUPD-F	KLPX-F	3 KJYK-F	3 KIIM-F	3 KIIM-F
KIIM-F>	KIIM-F	4 KIIM-F>	4 KWFM-F	4 KWFM-F>
5 KJYK-F	5 KJYK-F>>	5 KLPX-F>>	KLPX-F>>	5 KLPX-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRQQ-F>>	1 KRQQ-F>>	1 KQTL >>	1 KRQQ-F	1 KLPX-F
2 KLPX-F>	2 KLPX-F>	2 KRQQ-F	2 KLPX-F>	2 KIIM-F<
3 KIIM-F>	3 KIIM-F>	KLPX-F>	3 KIIM-F>>	3 KRQQ-F>
4 KUPD-F>>	4 KUPD-F	4 KIIM-F	4 KWFM-F	4 KWFM-F
5 KXEW >>	5 KWFM-F	5 KWFM-F	5 KJYK-F	5 KJYK-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAIR	1490	Tucson	0.9/4.6
KAWV-F	103.1	Oracle	0.9/4.1
KTKT	990	Tucson	0.9/4.2
KTZR	1450	Tucson	0.4/1.5
KVOI	690	Tucson	0.3/1.8
KXMG-F	98.3	Marana	0.4/1.9
KNIX	1580	Tempe/Phoenix	0.0/0.2
KNIX-F	102.5	Phoenix	0.3/1.2
KTAR	620	Phoenix	0.3/1.0
KUPD-F	97.9	Tempe/Phoenix	2.7/7.2

RADIO STATIONS

KAIR,	1490,	1 KW (DA-1)	, OLDIES	NBC,$ 21.00	(Christal)	Duchossois	
KCEE,	790,	5 KW/500 W (DA-2)	, OLDIES	SMN,$ 18.00	(MMR)	American	
KCUB,	1290,	1 KW	, COUNTRY	,$ 36.00	(Katz)		
KGVY,	1080,	1 KW (DAYS)	, NOSTALGIA	APR,$ 17.00	(---)		(GREEN VALLEY)
KJMM,	580,	5 KW/500 W (DA-2)	, NEW AGE/JAZZ	,$ 14.00	(---)		
KMRR,	1330,	2 KW/5 KW (DA-2)	, NOSTALGIA	SMN,$ 14.00	(Republic)		
KNST,	940,	1 KW/250 W	, TALK/NEWS	MBS,ABC-I,$ 28.00	(Mc-Guild)	Nationwide	
KQTL,	1210,	10 KW/500 W (DA-2)	, HISPANIC	,$ 16.00	(Caballero)		
KTKT,	990,	10 KW/1 KW (DA-N)	, SOFT AC	UPI,Trans,$ 17.00	(HNWH)	Lotus	
KTUC,	1400,	1 KW	, TALK/NEWS	CBS,CNN,$ 20.00	(Roslin)		
KTZR,	1450,	1 KW	, AOR	,$ 15.00	(K & P)		
KVOI,	690,	250 W (DAYS)	, RELIGION	,$ 10.00	(---)		
KXEW,	1600,	1 KW (DA-N)	, HISPANIC	,$ 21.00	(Lotus)		
KAWV-F,	103.1,	.6 KW @ 610,	JAZZ/NEW AGE	,$ 13.00	(Republic)		(ORACLE)
KFXX-F,	92.1,	2 KW @ 445,	AOR (?)	,$ 17.00	(K & P)		(GREEN VALLEY)
KIIM-F,	99.5,	96 KW @ 2000,	COUNTRY	,$ 41.00	(Katz)		
KJYK-F,	94.9,	97 KW @ 1952,	EZ/SOFT AC	,$ 43.00	(Christal)	Duchossois	
KLPX-F,	96.1,	93 KW @ 505,	AOR	,$ 34.00	(HNWH)	Lotus	
KRQQ-F,	93.7,	100 KW @ 2362,	CHR	,$ 60.00	(Mc-Guild)	Nationwide	
KWFM-F,	92.9,	93 KW @ 2036,	AC	CBS-R,$ 44.00	(MMR)	American	
KXMG-F,	98.3,	3 KW @ 300,	HISPANIC	CRS,$ 14.00	(Lotus)		(MARANA)

TULSA

Arbitron Rank/Pop (12+): 57/649,100

MSA Rank/Pop: 68/733,000
ADI # 56
Average Person Ratings: 16.7
Market TSL: 22.5 hours

Stations: 18/18
Diaries: 963/674:1/56.4%
Sample Target: 970
% Below Line: 0.0
% Not Listed: 10.4

1988 Revenue: $18,000,000
HH Inc.: $30,604
Retail $: 4.8 Bil
Pop per Station: 36,061
#1 Biller: KWEN-F $2,900,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KRMG (MOR)	119/11.0	9.2	10.1	9.4	8.7	9.9	138/1804	1482/22.8	23.9	19.7	85	8.3	97	1202	KRMG
KMOD-F (AOR)	119/11.0	14.4	12.2	13.1	12.5	12.7	193/1797	1209/18.6	20.4	21.5	105	15.4	179	1626	KMOD-F
3. KBEZ-F (EZ)	102/ 9.4	8.0	9.1	8.2	8.8	8.7	150/1454	982/15.1	17.9	13.8	87	4.8	56	613	KBEZ-F
4. KWEN-F (C)	88/ 8.1	8.4	9.1	12.1	12.9	9.4	140/1983	1235/19.0	19.5	22.6	116	12.4	145	1519	KWEN-F
5. KAYI-F (CHR)	87/ 8.0	9.0	9.8	10.4	10.1	9.3	137/1883	1368/21.1	21.2	20.2	63	11.3	132	1614	KAYI-F
6. KVOO (C)	80/ 7.4	7.2	8.6	9.7	8.4	8.2	132/1625	925/14.3	14.3	16.9	68	5.7	66	800	KVOO
7. KVLT-F (AC)	69/ 6.4	3.2	3.6	2.7	2.9	4.0	90/1081	736/11.3	10.0	8.6	150	4.2	49	555	KVLT-F
8. KMYZ-F (CHR)	59/ 5.4	6.2	5.6	6.1	5.7	5.8	90/1516	1040/16.0	17.8	14.7	65	4.8	56	947	KMYZ-F
9. KVOO-F (C)	50/ 4.6	4.0	4.4	2.3	1.3	3.8	62/787	526/ 8.1	9.8	4.0	120	5.0	58	474	KVOO-F
10. KTFX-F (C)	43/ 4.0	4.3	3.2	3.2	4.7	3.7	57/896	489/ 7.5	9.7	9.7	88	2.2	26	398	KTFX-F
11. KRAV-F (AC)	40/ 3.7	6.1	5.1	5.6	6.7	5.1	59/998	760/11.7	14.3	15.6	143	5.7	67	913	KRAV-F
12. KQMJ-F (AC)	38/ 3.5	4.9	4.0	3.0	2.6	3.8	47/708	523/ 8.1	11.2	8.2	126	2.7	31	450	KQMJ-F
13. KBLK (?)	25/ 2.3	0.9	1.2	0.4	1.0	1.2	25/314	314/ 4.8	2.9	1.0	104	0.0	0	0	KBLK
14.															
15.															

12+ FM SHARE (METRO): 73.84% (717 of 971) (WIN 88: 75.52%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KAYI-F>>	1 KMOD-F>>	1 KMOD-F>	1 KMOD-F	1 KMOD-F	1 KRMG	1 KRMG >	1 KBEZ-F	1 KMOD-F	1 KMOD-F	1 KRMG >>
2 KMYZ-F>>	2 KAYI-F	2 KVLT-F	2 KVLT-F	2 KVLT-F<	2 KBEZ-F	2 KWEN-F	2 KMOD-F	2 KBEZ-F	2 KAYI-F	2 KVOO
3	3 KMYZ-F<	3 KWEN-F	3 KWEN-F	3 KWEN-F	3 KVOO	KMOD-F<	3 KWEN-F	3 KWEN-F	3 KRMG	KMOD-F
4	4 KWEN-F<	4 KAYI-F	4 KRMG	KRMG	4 KWEN-F	4 KVOO	4 KRMG	4 KRMG	4 KMYZ-F	4 KWEN-F<
	5 KVOO-F	5 KRMG	KBEZ-F	5 KBEZ-F	5 KVLT-F	5 KAYI-F<	5 KVOO	5 KAYI-F	5 KBEZ-F	5 KVOO-F>
	6 KRAV-F	6	6	6	6	6 KBEZ-F	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KAYI-F	1 KAYI-F	1 KRAV-F	1 KAYI-F	1 KWEN-F	1 KMOD-F>>	1 KMOD-F>>	1 KMOD-F>>	1 KMOD-F>>	1 KMOD-F>
2 KMOD-F>	2 KMOD-F	KAYI-F	2 KWEN-F	KRMG	2 KMYZ-F>>	2 KWEN-F	2 KWEN-F	2 KVLT-F>	2 KVLT-F
3 KMYZ-F	3 KVOO-F	3 KVOO-F	3 KMOD-F<	3 KBEZ-F	3 KAYI-F	3 KMYZ-F	3 KRMG	3 KWEN-F	3 KWEN-F
4 KWEN-F	KQMJ-F	4 KQMJ-F	4 KVOO-F	4 KVLT-F	4 KGTO	4 KRMG	4 KVOO-F	KRMG	KRMG
KQMJ-F	5 KRAV-F	KMOD-F>	KVLT-F	5 KAYI-F	KBLK	5 KAYI-F	5 KVLT-F	5 KBEZ-F	5 KBEZ-F
6 KVOO-F	6 KMYZ-F	6	6 KRAV-F	6	6	6 KVOO-F	6	6	6
KTFX-F	7	7	KQMJ-F	7		KVLT-F	7	7	7

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAKC	1300	Tulsa	0.9/3.6
KCFO	970	Tulsa	1.2/3.1
KCMA-F	92.1	Broken Arrow	0.6/1.6
KGTO	1050	Tulsa	0.6/1.2
KXOJ-F	100.9	Sapulpa/Tulsa	1.5/3.9

RADIO STATIONS

KAKC, 1300, 5 KW/1 KW (DA-2) , OLDIES	,$ 15.00	(HNWH)	Clear Channel	
KCFO, 970, 2.5 KW/1 KW (DA-2) , RELIGION	,$ 12.00	(Roslin)	Salem	
KGTO, 1050, 1 KW (DAYS,DA) , OLDIES	US 1,$ 15.00	(Christal)		
KRMG, 740, 50 KW/25 KW (DA-2) , MOR	ABC-I,$ 54.00	(Katz)	New City	
KSKS, 1430, 5 KW (DA-N) , COUNTRY	,$ 16.00	(Durpetti)	Federated	
KVOO, 1170, 50 KW (DA-N) , COUNTRY	CNN,$ 52.00	(Eastman)		
KAYI-F, 106.9, 100 KW @ 1010, CHR	ABC-F,$ 68.00	(Katz)	Narragansett	(MUSKOGEE)
KBEZ-F, 92.9, 100 KW @ 680, BTFL/EZ	ABC-D,$ 53.00	(Christal)	ML Partners	
KCMA-F, 92.1, 3 KW @ 300, CLASSICAL	,$ 21.00	(CMBS)		
KMOD-F, 97.5, 100 KW @ 1330, AOR	,$ 62.00	(HNWH)	Clear Channel	
KQMJ-F, 99.5, 100 KW @ 984, AC	,$ 30.00	(Banner)	Swanson	
KRAV-F, 96.5, 100 KW @ 1329, AC	,$ 58.00	(Christal)		
KTFX-F, 103.3, 100 KW @ 1280, COUNTRY	,$ 42.00	(---)		
KUSO-F, 98.5, 100 KW @ 650, COUNTRY	,$ 26.00	(Mc-Guild)		
KWEN-F, 95.5, 100 KW @ 1328, COUNTRY	APR,$ 77.00	(Katz)	New City	
KMYZ-F, 104.5, 78 KW @ 1300, CHR	ABC-R,$ 31.00	(Banner)	Shamrock-Lynett	(PRYOR)
KVLT-F, 106.1, 100 KW @ 1315, AC	,$ 32.00	(Durpetti)	Federated	(OWASSO)

WASHINGTON

Arbitron Rank/Pop (12+): 9/3,077,200

MSA Rank/Pop: 7/3,676,500
ADI # 9
Average Person Ratings: 17.7
Market TSL: 22.75 hours

Stations: 35/30
Diaries: 2214/1390:1/55.3%
Sample Target: 2050
% Below Line: 2.1
% Not Listed: 11.6

1988 Revenue: $133,700,000
HH Inc.: $46,665
Retail $: 32.0 Bil
Pop per Station: 102,573
#1 Biller: WMAL $13,500,000

12+ METRO		1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WGAY-F	(EZ)	408/ 7.5	6.8	6.0	6.6	8.1	6.7	454/5007	4431/14.4	14.1	13.9	79	4.5	246	2969	WGAY-F
2. WMZQ-AF	(C)	335/ 6.2	7.1	7.6	7.3	5.7	7.1	406/5207	4178/13.6	14.9	12.3	110	6.8	368	3576	WMZQ-AF
3. WMAL	(MOR)	331/ 6.1	5.7	4.7	5.3	6.2	5.4	360/4709	4384/14.2	15.8	15.1	66	4.6	251	3885	WMAL
4. WPGC-F	(CHR/U)	313/ 5.7	6.0	5.0	5.6	4.6	5.6	333/5101	4703/15.3	13.9	10.7	84	9.0	491	4318	WPGC-F
5. WKYS-F	(B)	289/ 5.3	6.2	5.5	6.4	6.2	5.8	296/3703	3581/11.6	12.2	13.4	123	9.3	510	4875	WKYS-F
6. WAVA-F	(CHR)	283/ 5.2	4.5	5.2	4.8	5.2	4.9	317/6627	5767/18.7	17.0	17.1	79	5.6	308	5284	WAVA-F
7. WHUR-F	(B)	260/ 4.8	4.9	5.2	5.3	5.2	5.1	267/4340	4080/13.3	13.0	12.3	119	5.0	275	4380	WHUR-F
8. WRQX-F	(CHR)	246/ 4.5	4.5	4.4	3.8	3.8	4.3	336/6226	4839/15.7	15.7	14.0	78	5.0	271	4880	WRQX-F
WASH-F	(AC)	246/ 4.5	3.2	2.4	3.0	2.5	3.3	271/4359	3941/12.8	9.0	7.6	140	3.0	162	2314	WASH-F
10. WCXR-F	(AOR)	238/ 4.4	3.7	4.6	3.9	3.4	4.2	251/4717	4377/14.2	12.8	11.6	120	5.4	293	3753	WCXR-F
11. WWDC-F	(AOR)	224/ 4.1	4.2	5.7	5.1	5.1	4.8	322/6297	4509/14.7	14.6	15.2	90	6.1	333	3828	WWDC-F
12. WTOP	(N)	193/ 3.5	3.7	4.1	3.8	4.4	3.8	244/5385	4448/14.5	14.3	15.5	97	4.2	228	4192	WTOP
13. WLTT-F	(AC)	192/ 3.5	3.5	3.0	3.1	3.6	3.3	201/4054	3695/12.0	9.3	11.6	140	2.7	149	2616	WLTT-F
14. WXTR-F	(O)	164/ 3.0	3.4	3.2	3.2	2.7	3.2	199/3989	3397/11.0	9.4	8.9	147	1.8	99	1927	WXTR-F
15. WGMS-AF	(CL)	160/ 3.0	2.3	2.4	3.1	3.3	2.7	174/2824	2542/ 8.3	7.2	7.3	80	0.1	6	285	WGMS-AF
16. WDJY-F	(B)	138/ 2.5	2.4	2.5	3.4	3.9	2.7	139/2656	2586/ 8.4	8.2	9.5	56	3.2	172	3253	WDJY-F
17. WWRC	(T)	114/ 2.1	2.3	3.8	2.4	2.3	2.7	118/2018	1896/ 6.2	5.9	5.5	81	1.8	101	1846	WWRC
18. WOL	(B)	106/ 1.9	1.6	2.4	2.2	1.5	2.0	107/1288	1277/ 4.1	3.7	3.6	95	1.1	62	797	WOL
19. WHFS-F	(AOR)	98/ 1.8	1.6	1.4	1.6	1.7	1.6	142/2382	1735/ 5.6	4.6	4.0	144	1.5	84	1240	WHFS-F
20. WYCB	(REL)	84/ 1.5	1.2	1.0	0.9	1.3	1.1	84/978	978/ 3.2	2.4	2.9	80	0.9	51	695	WYCB

12+ FM SHARE (METRO): 79.40% (3827 of 4820) (WIN 88: 78.45%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRQX-F	1 WPGC-F<	1 WKYS-F	1 WKYS-F	1 WMZQ-AF<	1 WGAY-F	1 WDJY-F>>	1 WGAY-F>	1 WGAY-F	1 WKYS-F	1 WRQX-F
2 WAVA-F	2 WKYS-F	2 WPGC-F	2 WASH-F<	2 WKYS-F<	2 WMAL	2 WMAL	2 WASH-F<	2 WMZQ-AF<	2 WHUR-F	2 WKYS-F
3 WDJY-F	3 WAVA-F	3 WHUR-F	3 WHUR-F	3 WASH-F	3 WMZQ-AF>	3 WAVA-F	3 WMZQ-AF	3 WPGC-F	3 WPGC-F<	3 WMAL
4 WPGC-F>>	4 WCXR-F	WCXR-F<	WCXR-F<	4 WGAY-F<	4 WTOP	4 WMZQ-AF	4 WPGC-F<	4 WMAL	4 WRQX-F	4 WUST
5	5 WWDC-F	5 WAVA-F	5 WMZQ-AF	5 WHUR-F	5 WASH-F<	5 WTOP <	5 WCXR-F	5 WRQX-F<	5 WGAY-F	5 WWRC <
6	6 WRQX-F<	6 WMZQ-AF<	6 WGAY-F<	6 WCXR-F	6 WGMS-AF	6 WGAY-F<	6 WMAL <	6 WAVA-F	6 WDJY-F	6 WGAY-F
7	7 WHUR-F	7 WASH-F<	7 WLTT-F<	7 WLTT-F<	7 WHUR-F>	7 WKYS-F	7 WLTT-F	7 WKYS-F	7 WAVA-F	7 WOL
8	8 WLTT-F	8 WWDC-F<	8 WPGC-F	8 WPGC-F	8 WWRC	8 WWDC-F	8 WHUR-F	WCXR-F<	8 WMZQ-AF	8 WHUR-F>>
9	WASH-F	9 WLTT-F	9 WXTR-F	9 WXTR-F	9 WXTR-F	WPGC-F	9 WWDC-F	9 WASH-F	9 WWRC	9
10	10 WMZQ-AF	10 WGAY-F	10 WAVA-F	10 WAVA-F	WLTT-F	10 WCXR-F	WKYS-F	10 WWDC-F	WCXR-F	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WPGC-F	1 WKYS-F	1 WKYS-F	1 WKYS-F	1 WJFK-F>
2 WKYS-F	2 WPGC-F>	2 WCXR-F	2 WPGC-F	2 WLTT-F
3 WAVA-F>	3 WRQX-F	3 WPGC-F	3 WASH-F	3 WPGC-F
4 WRQX-F	WAVA-F<	WASH-F	4 WLTT-F	WOL
5 WDJY-F	5 WCXR-F	5 WRQX-F	WHUR-F	5 WZYQ-F
6 WWDC-F	6 WASH-F<	6 WLTT-F	6 WRQX-F<	WXTR-F<
WHUR-F	7 WHUR-F<	7 WHUR-F<	7 WAVA-F<	7 WASH-F
8 WCXR-F>	8 WLTT-F	8 WAVA-F	8 WCXR-F	8 WRQX-F
9 WIYY-F	9 WMZQ-AF	9 WMZQ-AF	9 WMZQ-AF<	WMAL
10 WMZQ-AF	10 WDJY-F	10 WXTR-F	10 WGAY-F	WGAY-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WWDC-F	1 WWDC-F	1 WWDC-F	1 WWDC-F	1 WMZQ-AF
2 WAVA-F<	2 WAVA-F	2 WKYS-F	2 WCXR-F<	2 WWDC-F
3 WPGC-F>	3 WPGC-F	3 WAVA-F	3 WAVA-F<	3 WGAY-F
4 WCXR-F	4 WCXR-F	4 WCXR-F	4 WMZQ-AF<	WCXR-F<
5 WHUR-F	5 WKYS-F>	5 WPGC-F	5 WPGC-F<	5 WKYS-F<
6 WMZQ-AF	6 WHUR-F	6 WHFS-F	6 WHUR-F<	6 WHUR-F
7 WLTT-F	7 WHFS-F	7 WHUR-F	7 WKYS-F	7 WXTR-F
8 WDJY-F	8 WMZQ-AF	8 WRQX-F	8 WGAY-F	WAVA-F
9 WRQX-F	9 WRQX-F	9 WLTT-F	9 WXTR-F	9 WPGC-F<
WKYS-F	WLTT-F	WASH-F	WHFS-F	10 WASH-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCPT	730	Alexandria/Wsht	0.4/2.0
WFMD	930	Frederick	0.4/1.0
WFRE-F	99.9	Frederick	0.7/1.9
WJFK-F	106.7	Manassas	0.9/5.3
WMMJ-F	102.3	Bethesda/Wshgtn	0.8/2.9
WUST	1120	Washington	0.6/1.3
WWDC	1260	Washington	1.1/2.8
WZYQ-F	103.9	Braddock Hts.	0.3/1.1
WFLS	1350	Fredericksburg	
WFLS-F	93.3	Fredericksburg	0.4/1.2
WIYY-F	97.9	Baltimore	0.7/2.4
WPOC-F	93.1	Baltimore	0.4/0.7
WWMX-F	106.5	Baltimore	0.5/2.1

RADIO STATIONS

AM STATIONS

WCPT	730	5 KW/ 20W (DA-1)	BLACK	SMN	$ NA	(Mc-Guild)	Legacy
WDCT	1310	5 KW/500W (DA-2)	RELIGION		$ 34.00	(---)	
WFAX	1220	5 KW (DAYS)	RELIGION		$ 20.00	(---)	
WMAL	630	5 KW (DA-2)	MOR	ABC-I	$200.00	(Katz)	Cap Cities/ABC
WMDO	1540	5 KW (DAYS)	HISPANIC		$ 45.00	(Lotus)	
WNTR	1050	1 KW/500W	TALK		$ 30.00	(---)	
WOL	1450	1 KW	BLACK	NBN	$ 47.00	(K & P)	
WTOP	1500	50 KW (DA-2)	NEWS	MBS, CBS	$175.00	(HNWH)	Outlet
WUST	1120	1 KW (DAYS)	GOSPEL	NBN	$ 25.00	(---)	
WWDC	1260	5 KW (DA-2)	NOSTALGIA	US 2	$ 51.00	(Christal)	
WWRC	980	5 KW (DA-N)	TALK	MBS, NBC	$ 78.00	(MMR)	Greater Media
WYCB	1340	5 KW	GOSPEL	SBN	$ 41.00	(---)	

FM STATIONS

WASH	97.1	23 KW @ 690	SOFT AC	Trans	$ 88.00	(HNWH)	Outlet	
WAVA	105.1	50 KW @ 500	CHR		$160.00	(HNWH)	Emmis	
WJFK	106.7	23 KW @ 731	CLASSIC ROCK	ABC-R	$ 85.00	(Torbet)	Infinity	
WCXR	105.9	50 KW @ 500	CLASSIC ROCK		$135.00	(Mc-Guild)	Legacy	
WDJY	100.3	40 KW @ 333	BLACK	APR	$ 80.00	(Mc-Guild)	United	
WGAY	99.5	21 KW @ 780	BTFL/EZ		$210.00	(MMR)	Greater Media	
WGMS	103.5	47 KW @ 510	CLASSICAL	MBS	$150.00	(Republic)		
WHUR	96.3	24 KW @ 669	BLACK		$106.00	(Durpetti)	Howard University	
WKYS	93.9	50 KW @ 485	BLACK/URBAN		$206.00	(Eastman)	Albimar	
WLTT	94.7	21 KW @ 780	AC		$168.00	(CBS)	CBS	
WMMJ	102.3	1 KW @ 480	? ?		$ 51.00	(K & P)		
WMZQ	98.7	50 KW @ 490	COUNTRY		$209.00	(Christal)	Viacom	
WPGC	95.5	50 KW @ 500	URBAN/CHR		$125.00	(Banner)	Cook Inlet	
WRQX	107.3	50 KW @ 410	CHR	ABC-C	$146.00	(Katz)	Cap Cities/ABC	
WWDC	101.1	23 KW $ 760	AOR	US 1	$203.00	(Christal)		
WXTR	104.1	50 KW @ 500	OLDIES		$ 76.00	(Mc-Guild)	Mediacomm	(LA PLATA)
WHFS	99.1	47 KW @ 390	AOR	APR,MBS	$ 54.00	(Republic)	Duchoissois	(ANNAPOLIS)

WEST PALM BEACH

Arbitron Rank/Pop (12+): 53/723,700

MSA Rank/Pop: 64/808,300
ADI # 52
Average Person Ratings: 17.9
Market TSL: 24.25 hours

Stations: 33/15
Diaries: 921/786:1/47.3%
Sample Target: 940
% Below Line: 34.3
% Not Listed: 42.5

1988 Revenue: $20,700,000
HH Inc.: $36,567
Retail $: 7.3 Bil
Pop per Station: 48,246
#1 Biller: WRMF-F $5,500,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WEAT-AF (EZ)	234/18.0	16.7	12.4	12.0	14.6	14.8	363/3438	2116/29.2	25.4	22.2	22	12.5	125	1330	WEAT-AF
2. WRMF-F (AC)	93/ 7.2	8.8	8.8	7.0	8.4	7.9	134/2054	1342/18.5	17.9	17.8	156	8.7	96	1174	WRMF-F
3. WHQT-F (CHR)	78/ 6.0	4.0	2.3	3.1	2.9	3.8	227/1997	601/ 8.3	9.0	8.1	112	7.4	81	962	WHQT-F
4. WJNO (N/T)	77/ 5.9	6.9	9.5	5.7	7.9	7.0	92/1268	893/12.3	15.0	12.3	41	4.5	50	894	WJNO
5. WIRK-F (C)	72/ 5.6	5.3	5.0	3.8	6.2	4.9	82/948	672/ 9.3	9.1	11.0	141	5.7	63	730	WIRK-F
6. WOVV-F (CHR)	43/ 3.3	3.5	3.4	4.9	2.3	3.8	86/1505	934/12.9	11.2	7.1	88	4.5	49	713	WOVV-F
7. WMXJ-F (O)	40/ 3.1	4.0	2.5	3.4	3.7	3.3	149/2071	631/ 8.7	9.6	7.5	200	3.1	34	373	WMXJ-F
8. WHYI-F (CHR)	37/ 2.9	3.4	3.1	4.4	3.1	3.5	123/2401	809/11.2	13.7	12.3	121	4.6	51	915	WHYI-F
9. WNGS-F (AC)	36/ 2.8	4.4	2.8	3.0	3.1	3.3	38/628	596/ 8.2	8.5	7.4	179	2.8	31	446	WNGS-F
WMXQ-F (AC)	36/ 2.8	1.6	5.0	4.1	6.1	3.4	41/511	425/ 5.9	4.2	8.7	171	1.2	13	225	WMXQ-F
WKGR-F (AOR)	36/ 2.8	2.5	4.0	2.9	1.8	3.0	74/1203	671/ 9.3	7.0	6.6	146	2.3	25	430	WKGR-F
12. WKIS-F (C)	32/ 2.5	1.7	1.7	1.4	0.6	1.8	148/1909	432/ 6.0	4.9	3.7	116	2.0	22	435	WKIS-F
13. WLYF-F (EZ)	31/ 2.4	1.6	1.7	2.4	2.3	2.0	220/2521	309/ 4.3	5.1	4.1	71	1.5	17	241	WLYF-F
14. WSHE-F (AOR)	26/ 2.0	2.6	2.3	3.2	1.4	2.5	63/1479	578/ 8.0	7.0	4.7	85	4.3	47	629	WSHE-F
WPOW-F (CHR)	26/ 2.0	0.8	2.7	2.3	2.4	2.0	82/1616	634/ 8.8	5.9	7.6	50	3.1	34	1013	WPOW-F
WGTR-F (AOR)	26/ 2.0	2.3	2.3	2.4	3.2	2.3	134/1706	451/ 6.2	5.8	4.9	130	2.5	28	547	WGTR-F
17.															
18.															
19.															
20.															

12+ FM SHARE (METRO): 81.85% (929 of 1135) (WIN 88: 74.76%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHQT-F>>	1 WRMF-F>	1 WRMF-F>	1 WRMF-F>	1 WRMF-F>	1 WEAT-AF>>	1 WEAT-AF>	1 WEAT-AF>>	1 WEAT-AF>>	1 WEAT-AF>	1 WEAT-F>
2 WOVV-F>	2 WKGR-F	2 WIRK-F	2 WIRK-F	2 WIRK-F	2 WJNO	2 WRMF-F<	2 WRMF-F	2 WHQT-F<	2 WHQT-F>	2 WJNO >
3 WHYI-F	3 WHQT-F<	3 WHQT-F	3 WMXJ-F	3 WHQT-F	3 WIRK-F	3 WJNO >	3 WIRK-F	3 WRMF-F>	3 WJNO >	3 WIRK-F
4 WPOW-F>>	4 WSHE-F	4 WMXJ-F	WHQT-F	4 WMXJ-F	4 WRMF-F	4 WIRK-F	4 WJNO	4 WIRK-F	4 WOVV-F	4 WMXJ-F
5	5	5 WKGR-F	5 WNGS-F	5 WNGS-F	5	5	5	5 WJNO	5 WHYI-F	WHQT-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRMF-F>	1 WRMF-F>	1 WRMF-F>	1 WRMF-F>	1 WRMF-F>	1 WRMF-F	1 WHQT-F	1 WHQT-F>	1 WRMF-F	1 WIRK-F
2 WSHE-F	2 WKGR-F>	2 WKGR-F>	2 WNGS-F	2 WHQT-F	2 WSHE-F	2 WRMF-F>	2 WZTA-F	2 WIRK-F	2 WRMF-F
WKGR-F>	3 WSHE-F	3 WHYI-F	3 WKGR-F	3 WNGS-F>	WIRK-F	3 WGTR-F	3 WRMF-F	3 WMXJ-F	3 WMXJ-F
4 WPOW-F	WMXQ-F	4 WKIS-F	4 WHQT-F	4 WKGR-F	4 WPOW-F	4 WZTA-F	4 WHYI-F	4 WHQT-F	4 WHQT-F
WOVV-F	5 WHYI-F	WPOM	5 WMXQ-F	WIRK-F	WGTR-F	WSHE-F	WMXQ-F	5 WMXQ-F	5 WMXQ-F
WMXQ-F	WOVV-F		WIRK-F			WKGR-F			

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDBF	1420	Delray Bch/W.P.	0.8/2.2
WPBG	1290	West Palm Beach	0.7/2.2
WPBR	1340	Palm Beach	1.2/4.5
WPOM	1600	Riviera Bch/WPl	1.2/3.0
WSBR	740	Boca Rtn/WPlmBc	0.5/3.1
WSWN	900	Belle Glade	0.4/2.0

WAXY-F	105.9	Ft. Lauderdale	1.5/6.3
WFTL	1400	Ft. Lauderdale	0.6/1.4
WINZ	940	Miami	0.4/2.2
WIOD	610	Miami	1.8/4.9
WJQY-F	106.7	Ft. Lauderdale	0.9/4.3
WLVE-F	93.9	Miami Beach	0.7/3.5
WNWS	790	South Miami	1.0/2.9
WQBA-F	107.5	Miami	0.8/1.0
WTMI-F	93.1	Miami/Ft Ldrdle	1.9/4.9
WZTA-F	94.9	Miami Beach	1.9/4.1

RADIO STATIONS

WDBF, 1420, 5 KW/500 W (DA-1) , NOSTALGIA CBS,$ 12.00 (---)
WJNO, 1230, 1 KW , NEWS/TALK CBS,ABC-E,$ 53.00 (Banner) Fairbanks
WPBR, 1340, 1 KW , TALK MBS,CNN,$ 23.00 (Eastman)
WPOM, 1600, 1 KW (DA-1) , BLACK ABC-D,$ 31.00 (Republic)
WYFX, 1040, 10 KW/1 KW (DA-2) , BLACK SBN,$ 17.00 (---)

WEAT-F, 104.3, 56 KW @ 1250, BTFL/EZ ,$ 72.00 (Katz) Taylor
WIRK-F, 107.9, 100 KW @ 400, COUNTRY ABC-E,$ 56.00 (HNWH) Price
WKGR-F, 98.7, 100 KW @ 1500, AOR UPI,$ 44.00 (HNWH) (PORT PIERCE)
WNGS-F, 92.1, 2 KW @ 378, AC ,$ 30.00 (Eastman)
WNJY-F, 94.3, 1 KW @ 480, NOSTALGIA NBC,$ 36.00 (Republic) Lappin
WRMF-F, 97.9, 100 KW @ 1350, AC ,$101.00 (Banner) Fairbanks

WILKES BARRE-SCRANTON

Arbitron Rank/Pop (12+): 59/624,000

MSA Rank/Pop: 69/727,800
ADI # 51
Average Person Ratings: 18.3
Market TSL: 24.25 hours

Stations: 29/28
Diaries: 1002/623:1/5836%
Sample Target: 1000
% Below Line: 8.4
% Not Listed: 12.6

1988 Revenue: $14,500,000
HH Inc.: $27,627
Retail $: 4.6 Bil
Pop per Station: 22,285
#1 Biller: WKR. $2,400,000

12+ METRO		1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AOH	Birch Cume	
1. WKRZ-F	(CHR)	157/13.8	13.0	14.7	12.3	13.9	13.4	198/2456	2008/32.2	32.9	28.5	98	14.8	152	2090	WKRZ-F
2. WNAK	(BB)	80/ 7.0	5.0	4.9	5.3	7.3	5.6	82/636	604/ 9.7	9.6	10.3	33	3.4	35	389	WNAK
3. WEZX-F	(AOR)	73/ 6.4	8.9	9.0	9.7	6.9	8.5	84/1091	914/14.6	15.6	13.8	117	10.9	112	951	WEZX-F
4. WARM	(MOR)	63/ 5.5	6.8	7.2	7.2	5.2	6.7	70/1371	1168/18.7	18.1	16.0	85	6.7	69	1002	WARM
5. WMGS-F	(AC)	62/ 5.4	5.0	4.5	6.4	5.0	5.3	70/1150	944/15.1	12.9	12.5	167	4.2	43	556	WMGS-F
6. WWSH-F	(EZ)	60/ 5.3	4.8	5.2	4.3	3.1	4.9	71/877	719/11.5	10.7	7.5	89	2.5	26	350	WWSH-F
7. WTLQ-F	(CHR)	50/ 4.4	3.5	5.0	3.2	3.9	4.0	50/886	888/14.2	12.1	12.0	43	4.7	48	826	WTLQ-F
8. WGBI-F	(AC)	43/ 3.8	5.1	4.8	5.9	4.6	4.9	54/1028	863/13.8	10.8	11.3	129	2.1	22	307	WGBI-F
9. WSGD-F	(AC)	34/ 3.0	2.9	1.3	0.9	1.2	2.0	47/562	368/ 5.9	5.7	2.4	193	4.0	41	345	WSGD-F
10. WHLM-F	(AC)	32/ 2.8	3.1	1.8	2.9	2.8	2.7	42/651	403/ 6.5	5.0	5.4	136	3.0	31	461	WHLM-F
11. WBAX	(BB)	27/ 2.4	2.3	2.1	1.3	4.1	2.0	28/344	326/ 5.2	4.7	7.2	54	2.0	21	358	WBAX
12. WARD	(N/T)	26/ 2.3	1.5	2.6	2.0	1.5	2.1	26/390	390/ 6.3	5.5	4.5	74	2.0	20	218	WARD
13. WEJL	(BB)	25/ 2.2	1.8	2.8	2.6	5.9	2.3	31/511	448/ 7.2	3.6	7.1	50	3.2	33	324	WEJL
14. WICK	(EZ)	24/ 2.1	1.8	2.0	1.6	1.2	1.9	24/229	229/ 3.7	3.9	2.9	62	1.7	17	253	WICK
WGBI	(C)	24/ 2.1	0.9	1.4	0.8	1.8	1.3	27/418	359/ 5.8	3.9	4.7	110	1.7	17	217	WGBI

12+ FM SHARE (METRO): 65.56% (653 of 996) (WIN 88: 62.91%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKRZ-F	1 WKRZ-F>	1 WKRZ-F>	1 WKRZ-F>	1 WKRZ-F>	1 WNAK >	1 WKRZ-F	1 WKRZ-F>	1 WKRZ-F>	1 WKRZ-F	1 WKRZ-F>
2 WTLQ-F>>	2 WEZX-F>>	2 WEZX-F	2 WMGS-F	2 WMGS-F	2 WWSH-F WARM	2 WARM >	2 WWSH-F<	2 WEZX-F>	2 WTLQ-F>	2 WARM >
3 WEZX-F>>	3 WMGS-F	3 WMGS-F>	3 WEZX-F	3 WEZX-F		3 WMGS-F WEZX-F>	3 WMGS-F<	3 WNAK <	3 WEZX-F>	3 WWSH-F
4	4 WTLQ-F	4 WSGD-F	4 WSGD-F	4 WSGD-F	4 WKRZ-F		4 WNAK	4 WWSH-F	4 WWSH-F	4 WHLM-F
5	5 WGBI-F	5 WTLQ-F WGBI-F	5 WGBI-F	5	5	5	5 WEZX-F	5 WTLQ-F	5 WARM	5 WEZX-F
6	6		6	6	6	6	6	6 WMGS-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKRZ-F>>	1 WKRZ-F>>	1 WKRZ-F>	1 WKRZ-F>>	1 WKRZ-F>	1 WKRZ-F	1 WEZX-F<	1 WEZX-F	1 WKRZ-F	1 WKRZ-F
2 WTLQ-F>	2 WMGS-F>	2 WMGS-F>	2 WMGS-F>	2 WMGS-F>	2 WEZX-F>>	2 WKRZ-F>>	2 WKRZ-F>>	2 WEZX-F>>	2 WEZX-F
3 WMGS-F	3 WGBI-F	3 WGBI-F>	3 WGBI-F WEZX-F	3 WGBI-F	3 WTLQ-F>>	3 WTLQ-F	3 WZZO-F	3 WMGS-F	3 WMGS-F
4 WEZX-F	4 WTLQ-F WEZX-F>	4 WEZX-F		4 WWSH-F	4 WSBG-F WILK	4 WZZO-F	4 WSGD-F>	4 WSGD-F>	4 WSGD-F
5 WSBG-F WHLM-F		5 WEAY-F	5 WHLM-F	5 WHLM-F		5 WSGD-F	5 WMGS-F WGBI-F	5 WTLQ-F	5
	6	6	6	6 WEZX-F WARM	6	6		6	6

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAZL	1490	Hazleton	0.7/2.4
WBNE-F	95.9	Benton	0.6/1.8
WCNR	930	Bloomsburg	0.8/2.2
WEAY-F	92.1	Nanticoke	1.7/4.7
WILK	980	Wilkes-Barre/Scranton	1.5/6.7
WJMW	550	Bloomsburg	0.1/0.9
WPCN	960	Mount Pocono	0.5/0.8
WQEQ-F	103.1	Freeland/Hazelton	0.4/3.1
WSBG-F	93.5	Stroudsburg	1.6/3.8
WVPO	840	Stroudsburg	1.2/1.7
WWDL-F	104.9	Scranton	0.4/3.2
WXPX	1300	W Hazleton/Hazelton	0.6/2.2
WYOM	1340	Wilkes-Barre	0.4/1.2
KYW	1060	Philadelphia	0.4/1.0
WABC	770	New York	0.4/1.2
WAVT-F	101.9	Pottsville	0.4/2.0
WFMZ-F	100.7	Allentown	1.3/3.6
WILQ-F	105.1	Williamsport	0.9/2.0
WKSB-F	102.7	Williamsport	0.8/2.0
WLEV-F	96.1	Easton	0.9/2.7
WQQQ-F	99.9	Easton/Allentown	1.1/3.6
WRKZ-F	106.7	Hershey	0.6/1.6
WYSP-F	94.1	Philadelphia	0.4/1.4
WZZO-F	95.1	Bethlehem	1.3/3.4

RADIO STATIONS

WARD, 1550, 10 KW/500 W (DA-2)	, TALK	APR,ABC-T,$ 12.00	(Savalli)		
WARM, 590, 5 KW (DA-2)	, MOR	NBC,$ 50.00	(Mc-Guild)	Susquehanna	
WBAX, 1240, 1 KW	, NOSTALGIA	CNN,$ 17.00	(---)		
WEJL, 630, 500 W	, NOSTALGIA	ABC-I ,$ 20.00	(Christal)	Shamrock-Lynett	
WGBI, 910, 1 KW/500 W	, COUNTRY	CBS,$ 15.00	(Torbet)		
WICK, 1400, 1 KW	, BTFL/EZ	ABC-D,$ 14.00	(Roslin)		
WILK, 980, 5 KW/1 KW (DA-2)	, MOR/TALK	MBS,ABC-E,$ 18.00	(Mc-Guild)		
WNAK, 730, 1 KW/36 W (DA-1)	, NOSTALGIA	NBC,$ 26.00	(K & P)		
WPLJ, 1340, 1 KW	, COUNTRY	,$ 13.00	(Katz)	Keymarket	
WEZX-F, 107.1, 125 W @ 1270	, AOR	ABC-R,$ 35.00	(Christal)	Shamrock-Lynett	
WGBI-F, 101.3, 7 KW @ 1110	, AC	CBS-R,$ 30.00	(Torbet)		
WKRZ-F, 98.5, 8 KW @ 1172	, CHR	,$ 60.00	(Katz)	Keymarket	
WMGS-F, 92.9, 9 KW @ 1060	, AC	,$ 35.00	(Mc-Guild)	Susquehanna	
WTLQ-F, 102.3, 3 KW @ 71	, CHR	ABC-C,$ 22.00	(Mc-Guild)		(PITTSTON)
WWDL-F, 104.9, 1.6 KW @ 1093	, SOFT AC	ABC-D,$ 16.00	(Roslin)		
WHLM-F, 106.5, 37 KW @ 597	, AC	US 2,$ 17.00	(Banner)		(BLOOMSBURG)
WWSH-F, 97.9, 24 KW @ 660	, BTFL/EZ	,$ 20.00	(Katz)		(HAZLETON)

American Radio Winter, 1989, Copyright 1989

YORK

Arbitron Rank/Pop (12+): 102/334,700

MSA Rank/Pop: 114/404,100
ADI # 46

Average Person Ratings: 19.3
Market TSL: 25.0 hours

Stations: 30/11
Diaries: 746/449:1/59.8%
Sample Target: 730
% Below Line: 40.9
% Not Listed: 11.9

1988 Revenue: $11,700,000
HH Inc.: $31,680
Retail $: 2.3 Bil
Pop per Station: 30,427
#1 Biller: NA $0

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WARM-F (AC)	78/12.1	8.7	10.4	8.6	10.2	9.9	161/2013	847/25.3	17.5	18.7	124	0.0	0	0	WARM-F
2. WRKZ-F (C)	72/11.1	9.2	8.5	11.5	8.7	10.1	208/2056	705/21.1	17.1	15.1	123	0.0	0	0	WRKZ-F
3. WNCE-F (EZ)	62/ 9.6	7.6	6.4	8.4	8.3	8.0	174/1818	566/16.9	17.4	15.2	70	0.0	0	0	WNCE-F
4. WYCR-F (CHR)	57/ 8.8	12.1	9.2	11.0	8.2	10.3	86/1456	914/27.3	24.6	21.4	89	0.0	0	0	WYCR-F
5. WSBA (MOR)	54/ 8.4	6.4	7.7	10.6	7.8	8.3	59/808	601/18.0	17.6	18.7	63	0.0	0	0	WSBA
6. WQXA-F (CHR)	41/ 6.3	6.4	13.2	8.0	8.3	8.5	86/1868	678/20.3	19.8	21.9	110	0.0	0	0	WQXA-F
7. WGRX-F (AOR)	40/ 6.2	5.5	4.5	5.6	3.2	5.4	50/660	427/12.8	11.1	8.3	85	0.0	0	0	WGRX-F
8. WGTY-F (C)	35/ 5.4	3.2	4.7	2.1	5.9	3.8	36/478	436/13.0	7.7	8.5	119	0.0	0	0	WGTY-F
9. WHTF-F (AOR)	13/ 2.0	2.8	4.5	4.4	4.0	3.4	71/1027	280/ 8.4	6.1	11.0	110	0.0	0	0	WHTF-F
10.															

12+ FM SHARE (METRO): 84.18% (479 of 569) (WIN 88: 81.09%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYCR-F>>	1 WGRX-F	1 WARM-F	1 WARM-F<	1 WARM-F	1 WNCE-F	1 WSBA	1 WARM-F>	1 WARM-F	1 WYCR-F	1 WRKZ-F>>
2 WQXA-F>	2 WARM-F	2 WRKZ-F>	2 WRKZ-F>	2 WRKZ-F>	2 WARM-F<	2 WARM-F<	2 WNCE-F<	2 WNCE-F	2 WRKZ-F>	2 WGTY-F>
3 WGRX-F>>	3 WRKZ-F	3 WYCR-F	3 WYCR-F	3 WYCR-F	3 WSBA <	3 WRKZ-F>	3 WRKZ-F>	3 WRKZ-F	3 WQXA-F	3 WARM-F
4	4 WYCR-F	4 WGRX-F	4 WQXA-F	4 WQXA-F<	4 WRKZ-F>	4 WYCR-F	4 WSBA	4 WYCR-F	4 WGRX-F	4 WYCR-F
5	5 WQXA-F	5 WQXA-F	5	5 WNCE-F<	5 WGTY-F	5 WNCE-F	5 WYCR-F	5 WGRX-F<	5 WNCE-F	5 WSBA
6	6	6	6	6 WGTY-F	6	6	6	6 WSBA	6	6 WNCE-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WARM-F	1 WARM-F>	1 WARM-F>>	1 WARM-F>	1 WARM-F>	1 WGRX-F>>	1 WGRX-F>>	1 WGRX-F	1 WRKZ-F<	1 WRKZ-F>
2 WYCR-F	2 WYCR-F	2 WRKZ-F	2 WRKZ-F	2 WRKZ-F>	2 WRKZ-F	2 WRKZ-F	2 WRKZ-F>	2 WGRX-F>	2 WARM-F>
WQXA-F	3 WRKZ-F	WYCR-F	3 WYCR-F	3 WYCR-F	WYCR-F	3 WYCR-F	3 WYCR-F	3 WARM-F	3 WGRX-F
4 WRKZ-F>	WQXA-F>	4 WQXA-F	4 WQXA-F>	4 WNCE-F	WHTF-F>	4 WQXA-F	WQXA-F	4 WYCR-F	4 WYCR-F
5 WGRX-F	5 WGRX-F	5 WGRX-F	5 WNCE-F	5 WQXA-F	5 WQXA-F	5 WHTF-F	5 WTPA-F	5 WQXA-F	WQXA-F
6	6	6	WGTY-F	WGTY-F	WARM-F>>	6	6	6	6

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGCB-F	96.1	Red Lion	0.3/3.1
WGET	1320	Gettysburg	1.1/4.0
WHVR	1280	Hanover	1.7/5.2
WOYK	1350	York	0.3/3.2
WXKU	1250	York	0.8/2.6
WBAL	1090	Baltimore	0.3/2.1
WBSB-F	104.3	Baltimore	0.3/1.8
WDAC-F	94.5	Lancaster	1.4/3.8
WFRE-F	99.9	Frederick	0.3/3.5
WHKS-F	94.9	Harrisburg	0.3/1.8
WHP	580	Harrisburg	1.4/3.6
WHP -F	97.3	Harrisburg	0.8/4.5
WIMX-F	99.3	Harrisburg	0.6/3.1
WIOV-F	105.1	Ephrata/Lancast	1.2/4.6
WIYY-F	97.9	Baltimore	0.3/1.8
WLAN-F	96.9	Lancaster	0.8/5.5
WNNK-F	104.1	Harrisburg	1.5/7.4
WPOC-F	93.1	Baltimore	1.2/3.7
WTPA-F	93.5	Mechsbrg/Harsbr	1.2/6.2
WWMD-F	104.7	Hagerstown	1.7/3.9
WXYV-F	102.7	Baltimore	0.5/1.9

RADIO STATIONS

WOYK, 1350,	5 KW/1 KW (DA-2)	, NOSTALGIA	MBS,$ 14.00	(Banner)		
WSBA, 910,	5 KW/1 KW (DA-2)	, MOR	,$ 49.00	(Eastman)	Susquehanna	
WXKU, 1250,	1 KW (DAYS)	, COUNTRY	ABC-I,$ 13.00	(Katz)		
WARM-F, 103.3,	6 KW @ 1310,	AC	,$ 60.00	(Eastman)	Susquehanna	
WHTF-F, 92.7,	3 KW @ 300,	AOR	SOURCE,$ 36.00	(Banner)		
WGTY-F, 107.7,	10 KW @ 350,	COUNTRY	MBS,$ 19.00	(---)		(GETTYSBURG)
WQXA-F, 105.7,	50 KW @ 500,	CHR	ABC-C,$ 56.00	(Katz)		
WYCR-F, 98.5,	11 KW @ 930,	CHR	,$ 30.00	(HNWH)		

Other ranked stations - See Harrisburg, Lancaster or Baltimore

YOUNGSTOWN

Arbitron Rank/Pop (12+): 81/422,000

MSA Rank/Pop: 97/506,100
ADI # 90
Average Person Ratings: 20.3
Market TSL: 26.5 hours

Stations: 24/17
Diaries: 915/461:1/58.0%
Sample Target: 850
% Below Line: 8.7
% Not Listed: 10.4

1988 Revenue: $11,600,000
HH Inc.: $31,666
Retail $: 3.1 Bil
Pop per Station: 24,823
#1 Biller: WHOT-AF $2,800,000

12+ METRO		1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WHOT-AF	(CHR)	108/12.6	14.0	14.7	16.1	17.1	14.4	173/2229	1486/35.2	35.9	37.5	98	14.8	104	1454	WHOT-AF
2. WKBN-F	(EZ)	97/11.3	9.5	7.8	9.3	10.6	9.5	131/1332	909/21.5	22.8	20.4	85	9.2	67	784	WKBN-F
3. WKBN	(MOR)	77/ 9.0	10.6	9.0	9.2	11.8	9.4	98/1271	919/21.8	22.0	22.9	44	9.8	71	889	WKBN
4. WQXK-F	(C)	68/ 7.9	9.5	8.2	10.9	7.8	9.1	107/1334	734/17.4	16.2	16.2	137	7.0	51	629	WQXK-F
5. WNCD-F	(AOR)	60/ 7.0	5.4	9.4	3.5	0.0	6.3	65/683	618/14.6	13.6	0.0	137	10.3	75	793	WNCD-F
6. WBBG-F	(O)	58/ 6.8	7.3	7.6	2.0	2.7	5.9	70/834	676/16.0	15.6	6.5	169	6.2	45	559	WBBG-F
7. WFMJ	(BB)	52/ 6.1	3.4	3.2	3.2	1.8	4.0	54/646	550/13.0	10.7	7.7	31	4.8	35	408	WFMJ
8. WYFM-F	(AC)	51/ 5.9	6.6	7.2	9.8	10.1	7.4	120/1478	740/17.5	19.4	23.4	168	6.1	44	821	WYFM-F
9. WBBW	(N/T)	31/ 3.6	5.2	5.3	5.5	5.5	4.9	32/517	490/11.6	14.1	13.1	25	3.9	28	429	WBBW
10. WRKU-F	(?)	30/ 3.5	0.8	0.0	0.0	0.0	1.1	59/700	309/ 7.3	2.9	0.0	114	3.2	23	247	WRKU-F
11. WMGZ-AF	(CHR)	25/ 2.9	4.3	2.5	5.3	3.9	3.8	36/675	416/ 9.8	11.3	11.3	48	4.1	30	599	WMGZ-AF
12.																
13.																
14.																

15. 12+ FM SHARE (METRO): 71.65% (551 of 769) (WIN 88: 71.60%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHOT-AF>>	1 WNCD-F	1 WHOT-AF	1 WHOT-AF	1 WHOT-AF	1 WKBN-F	1 WHOT-AF	1 WKBN-F>	1 WKBN-F	1 WHOT-AF>	1 WQXK-F
2 WMGZ-AF>>	2 WHOT-AF>	2 WNCD-F	2 WBBG-F	2 WBBG-F	WKBN >	2 WKBN	2 WKBN	2 WHOT-AF	2 WKBN	2 WKBN >
3	3 WRKU-F	3 WBBG-F	3 WNCD-F	3 WQXK-F	3 WFMJ	3 WKBN-F	3 WHOT-AF	3 WKBN <	3 WKBN-F	3 WBBW >
4	4 WKBN-F	4 WYFM-F<	4 WYFM-F	4 WYFM-F<	4 WQXK-F	4 WQXK-F	4 WNCD-F<	4 WNCD-F	4 WNCD-F	4 WHOT-F
5	5 WYFM-F	5 WQXK-F	5 WQXK-F	5 WNCD-F	5 WHOT-AF	5 WNCD-F<	5 WQXK-F	5 WQXK-F	WBBG-F	WBBG-F
6	6 WQXK-F	6 WKBN-F	6 WKBN-F>>	WKBN-F>>	6 WBBG-F	6 WYFM-F<	6 WYFM-F<	WFMJ	6	6
7	7	7	7	7	7	7 WFMJ	7 WBBG-F	WBBG-F	7	7
8	8	8	8	8	8	WBBG-F	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHOT-AF>	1 WHOT-AF	1 WHOT-AF	1 WHOT-AF>	1 WHOT-AF	1 WRKU-F	1 WNCD-F	1 WNCD-F>	1 WNCD-F	1 WBBG-F
2 WNCD-F	2 WNCD-F>	WNCD-F>	2 WNCD-F<	2 WYFM-F	2 WNCD-F	2 WRKU-F	2 WRKU-F	WBBG-F	2 WQXK-F<
3 WMGZ-AF	3 WYFM-F	3 WYFM-F>	3 WYFM-F	3 WQXK-F	3 WHOT-AF>	3 WHOT-AF	WKBN-F	3 WHOT-AF	3 WKBN-F<
4 WMMS-F>	4 WMGZ-AF	4 WQXK-F	4 WQXK-F	4 WNCD-F	4 WDVE-F	4 WKBN-F	4 WHOT-AF	4 WRKU-F	4 WNCD-F
5 WQXK-F	WQXK-F	WKBN-F	5 WBBG-F	5 WKBN-F	5 WMMS-F	5 WQXK-F	5 WQXK-F	5 WKBN-F	5 WHOT-AF
WKBN-F	WKBN-F	6 WBBG-F>	6 WKBN-F>	WBBG-F>>	6	6	6 WYFM-F	6 WQXK-F	6 WYFM-F
							WBBG-F		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGFT	1500	Youngstown	1.9/2.5
WNIO	1540	Niles	0.6/2.0
WRRO	1440	Warren	1.4/6.6
WWIZ-F	103.9	Mercer	0.5/1.4
WDVE-F	102.5	Pittsburgh	1.0/3.4
WMJI-F	105.7	Cleveland	0.7/2.5
WMMS-F	100.7	Cleveland	2.4/6.1
WPHR-F	107.9	Cleveland	1.5/7.1
WPIC	790	Sharon	1.4/3.7
WTOF-F	98.1	Canton/Akron	0.8/2.6
WWWE	1100	Cleveland	0.8/2.8

RADIO STATIONS

WBBW, 1240, 1 KW	, TALK	ABC-T,ABC-E,$	30.00	(Christal)	Hartstone-Dickstein	
WFMJ, 1390, 5 KW (DA-N)	, NOSTALGIA	NBC,$	19.00	(Unirep)		
WHOT, 1330, 500 W/1 KW (DA-2)	, CHR	,$	NA	(Eastman)	Myron Jones	
WKBN, 570, 5 KW (DA-N)	, MOR	CBS,$	39.00	(Katz)		
WRRO, 1400, 5 KW (DA-N)	, MOR	ABC-I,$	14.00	(Regional)		(WARREN)
WHOT-F, 101.1, 16 KW @ 710	, CHR	,$	65.00	(Eastman)	Myron Jones	
WKBN-F, 98[illegible], 5 KW @ 1370	, BTFL/EZ	,$	48.00	(Katz)		
WMGZ-F, 95.9, 3 KW @ 165	, CHR	,$	23.00	(K & P)		(SHARPSVILLE, PA)
WBBG-F, 93.3, 50 KW @ 280	, SOFT AC	MBS,$	25.00	(---)	Hartstone-Dickstein	
WQXK-F, 105.1, 88 KW @ 430	, COUNTRY	ABC-D,$	40.00	(Mc-Guild)	Lincoln	
WYFM-F, 102.9, 25 KW @ 455	, AC	ABC-C,$	38.00	(Durpetti)	Regional	(SHARON, PA)
WNCD-F, 106.1, 3 KW @ 300	, AOR	,$	NA	(Torbet)		(NILES)

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PUBLISHED IN MAY, 1989 Price: $110.00

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AMERICAN RADIO

SPRING 1989 REPORT

(Arbitron Rating Period: 30 March 1989 - 21 June 1989)

Compiled and Edited by:

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AUGUST 1989

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INTRODUCTION

This is the 15th year American Radio has been published. Your support of this work is sincerely appreciated. Please feel free to make comments or suggestions at any time. I can be reached at the following address:

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I strongly urge all of you (particularly new subscribers) to carefully read the definition pages at the beginning of Section B. This will help you to understand all of the information given in the Individual Market Reports. However, if you have any questions, please feel free to call me. I figure that my time and my call back to you are part of the subscription price. Also, I always enjoy talking about American Radio.

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Every effort has been made to make this book as accurate as is humanly possible. However, we are responsible for errors only to the extent that subscribers will be notified if such action is justified.

Any corrections made by Arbitron to earlier published reports are included if they are received by 20 August, 1989.

Work on this edition was completed on August 30, 1989. Mailing will begin on September 5, 1989. If your copy is defective in any way, let me know and I will promptly mail another copy to you.

NOTE AND COMMENTS

"AMERICAN RADIO" FINALLY COMPUTERIZES . . . STEPS INTO 20TH CENTURY . . . JUST IN TIME FOR THE 21ST CENTURY

Believe it or not, this issue of American Radio was almost completely done on our new computer system. Yes, after 15 years of doing the book on yellow legal pads I, along with Beth Barnhorst and Patti Mallender, processed this issue electronically. It has not been an easy transition for me. There have been several bugs that we had to overcome, but I believe this will eventually allow us to issue an improved product. I also believe that we will get the books out sooner even though this issue is two or three days later than last year's.

You may find a few typos or weird things in this issue. I think we will be able to work these out of the system.

GROUP RANKINGS

We were not able to complete the group rankings in time to put them in this edition. The group rankings were the only section for which we did not have a program completed. We will be sending out the entire group rankings during September to all of you, so please look for it.

FM SHARE

After a one year hiatus the FM share of audience once again is growing. As of the Spring of 1989 the FM share was 73.438%. In the Spring of 1988 that share was 71.376%.

LEADING STATIONS BY FORMAT

	1/4 HOUR AVERAGE		METRO SHARE	
CHR/TOP 40	WHTZ-F	New York	KTRS-F	Casper
AOR/CLASSIC	WNEW-F	New York	KQWB-F	Fargo
AC/SOFT ROCK/OLDIES	WLTW-F	New York	KCIX-F	Boise
BTFL MUSIC/EZ	WPAT AF	New York	WDUV-F	Sarasota
BLACK/URBAN	WRKS-F	New York	WEAS-F	Savannah
COUNTRY	WYNY-F	New York	WIVK AF	Knoxville
NEWS/TALK	WINS	New York	KMOX	St. Louis
MOR/VARIETY	WJR	Detroit	WJBC	Bloomington
NOSTALGIA	WNEW	New York	WEYZ	Erie
HISPANIC	WSKQ-F	New York	KGBT	Mc-Allen
RELIGION/GOSPEL	WWRC	New York	WDAC-F	Lancaster
CLASSICAL	WNCN-F	New York	KING-F	Seattle
JAZZ/NAC	WQCD-F	New York	KQPT-F	Sacramento

LEADING STATIONS

WHTZ-F in New York was once again the most-listened-to station in the U.S. (1/4 Hr. Avg.) Staions in the top 100 making impressive gains include: WLTW, WCBS-F, KOST, WNSR, KQLZ, WFAN, WQCD, WVAZ, WYTZ, WNEW, WHQT, WDAF, WKQX, KILT, KTWV, WAPW, KODJ, WSB-F, WIOQ, KFI, WSHH.

ACHIEVEMENT AWARDS

In the past I have chosen the recipients of my "Achievement Awards" after the Spring books were issued. I have decided to publish these awards in the Fall edition of *American Radio*. I am doing this for two reasons:

A. I will have latest year revenue figures in and that will help me with my choices.

B. I do not want my choices to influence the voting for the NAB's brand new "Marconi" awards. Also I do not want my little awards to get lost in the shuffle. So look for them in February.

OTHER LEADERS

12+ Metro Share:	KTRS-F	Casper
12+ TSA Cume:	WINS	New York
Metro Cume Rating:	KTRS-F	Casper
FM Market Share:	Lancaster, PA (94.57%)	

FORMAT CODES

CHR	- Contemporary Hit Radio, Top 40, Contemporary
AC	- Adult Contemporary
O	- Oldies (1955 to 1987)
B	- Black (audience predominantly Black -- over 75%)
U	- Urban (majority of audience is non-white although a relatively large segment is white)
EZ	- Easy Listening, Beautiful Music
AOR	- Album Oriented Rock, also includes Classic Rock
CL	- Classical
C	- Country
T	- Talk
N	- News
SP	- Hispanic/Spanish
BB	- Big Band, Nostalgia
M	- Middle of the Road (MOR), Full Service, Variety
J/NA	- Jazz, New Age
R	- Religion, Christian, Christian Music
G	- Gospel
E	- Ethnic
??	- Others or Unknown

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Albuquerque
Allen-Bethlehem
Altoona
Amarillo
Anchorage
Ann Arbor
Appleton-Oshkosh
Asheville

Atlanta
Atlantic City
Augusta, GA
Austin
Bakersfield
Baltimore
Baton Rouge
Beaumont
Billings
Binghamton

Birmingham
Bloomington, IL
Boise
Boston
Bridgeport
Buffalo
Canton
Casper
Cedar Rapids
Charleston, SC

Charleston, WV
Charlotte
Chattanooga
Chicago
Cincinnati
Cleveland
Colorado Springs
Columbia
Columbus, GA
Columbus, OH

Corpus Christi
Dallas-Ft. Worth
Daven-RI-Moline
Dayton
Daytona Beach

Denver
Des Moines
Detroit
Duluth
El Paso
Erie
Eugene
Evansville
Fargo
Fayetteville, NC

Flint
Ft. Wayne
Fresno
Grand Rapids
Green Bay
Greensboro-WS
Greenville, NC
Greenville-Spart
Harrisburg
Hartford

Honolulu
Houston
Huntington, WV
Huntsville
Indianapolis
Jackson, MS
Jacksonville
John City-Kingsport
Johnstown
Kalamazoo

Kansas City
Knoxville
Lafayette, LA
Lakeland
Lancaster
Lansing
Las Vegas
Lexington
Lincoln
Little Rock

Los Angeles
Louisville
Lubbock
Macon
Madison

Manchester
McAllen-Brownsville
Melbourne-Titus-Cocoa
Memphis
Miami-Ft. Lauderdale
Milwaukee
Minneapolis-St. Paul
Mobile
Modesto
Montgomery

Nashville
Nassau-Suffolk
New Haven
New Orleans
New York
Norfolk
Oklahoma City
Omaha
Orlando
Oxnard-Ventura

Pensacola
Peoria
Philadelphia
Phoenix
Pittsburgh
Portland, ME
Portland, OR
Portsmouth-Dover, NH
Providence
Pueblo

Raleigh
Reno
Richmond
Riverside-San Bern
Roanoke-Lynchburg
Rochester
Rockford
Sacramento
Saginaw-Bay City-Midland
St. Louis

Salisbury-OC, MD
Salinas-Seaside
Salt Lake City
San Antonio
San Diego

San Francisco
San Jose
Sarasota-Bradenton
Savannah
Seattle-Tacoma
Shreveport
Sioux Falls
South Bend
Spokane
Springfield, MA

Springfield, MO
Steubenville
Stockton
Syracuse
Tallahassee
Tampa-St. Pete
Terre Haute
Toledo
Topeka
Tucson

Tulsa
Utica-Rome
Waco
Washington
Waterloo-CF
West Palm Beach
Wheeling
Wichita
Wilkes Barre/Scrantor
Wilmington, DE

Wilmington, NC
Worcester
York
Youngstown

METRO SHARE LEADERS AND MAJOR SHARE CHANGES

This table shows the 12+ Metro Share (6AM-MID, Mon-Sun) leaders for each rated market. Also listed are the stations in each market which had the largest gain in share or loss in share.

The period covered for the share changes is Spring 1988 to Spring 1989. I am convinced that year-to-year comparisons are more accurate and valid than "last book" comparisons.

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
Akron	WKDD-F, 9.1, CHR	WPHR-F, +4.2, CHR	WMMS-F, -3.9, AOR
Albany-Schenectedy-Troy	WPYX-F, 10.2, AOR	WGNA-F, +4.1, C	WFLY-F, -2.3, CHR
Albuquerque	KRST-F, 13.3, C	KRST-F, +6.2, C	KFMG-AF, -5.2, AOR
Allentown-Bethlehem	WLEV-F, 13.5, AC	WAEB-F, +1.8, CHR	WKAP, -2.5, BB
Altoona	WPRR-F, 14.9, CHR	WVAM, +2.4, C	WFBG, -10.1, MOR
Amarillo	KQIZ-F, 14.8, CHR	KQIZ-F, +6.2, CHR	KDJW-AF, -7.3, C
Anchorage	KPXR-F, 11.8, CHR	KEAG-F, +6.4, AC	KGOT-F, -5.8, CHR
Ann Arbor	WJR , 12.0, MOR	WQRS-F, +2.0, CL	WRIF-F, -4.5, AOR
Appleton-Oshkosh	WAPL-F, 16.0, AOR	WMGV-F, +4.5, CHR	WYNE, -4.6, C
Asheville	WWNC, 19.6, C	WMYI-F, +9.4, AC	WWNC, -22.2, C
Atlanta	WVEE-F, 9.9, B	WAPW-F, +3.6, CHR	WKLS-F, -4.1, AOR
Atlantic City	WAYV-F, 14.4, AC	WMGM-F, +3.5, CHR	WMID, -3.2, BB
Augusta	WBBQ-AF, 25.3, CHR	WRXR-F, +4.5, AOR	WBBQ-F, -2.8, CHR
Austin	KASE-F, 13.4, C	KGSR-F, +2.4, J/NA	KOKE, -2.9, EZ
Bakersfield	KUZZ-AF, 18.4, C	KKXX-F, +12.2, CHR	KUZZ-AF, -8.5, C
Baltimore	WBAL, 9.6, N/T	WWMX-F, +2.0, AC WIYY-F, +2.0, AOR	WFBR, -2.5, AC
Baton Rouge	WYNK-AF, 14.8, C	KHOM-F, +4.2, AC WNDC, +4.2, REL	WYNK-AF, -3.5, C
Beaumont	KHYS-F, 12.6, B	KAYD-F, +3.8, C	KZZB-F, -4.5, CHR
Billings	KZLS-F, 15.8, CHR	KOHZ-F, +8.8, EZ	KGHL, -13.4, C
Binghamton	WAAL-F, 19.5, CHR	WKGB-F, +6.0, AOR	WAAL-F, -3.6, CHR
Birmingham	WZZK-AF, 18.7, C	WZRR-F, +4.4, AOR	WMJJ-F, -3.4, AC
Bloomington	WJBC, 26.1, MOR	WSWT-F, +2.9, EZ	WJBC, -3.9, MOR
Boise	KCIX-F, 19.6, AC	KLCI-F, +5.6, AOR	KFXD, -5.9, REL
Boston	WXKS-F, 7.7, CHR	WJIB-F, +1.4, EZ	WBOS-F, -2.0, AOR
Bridgeport	WEZN-F, 16.6, AC	WEZN-F, +2.7, AC	WICC, -7.1, MOR
Buffalo-Niagara Falls	WJYE-F, 11.2, EZ	WGR -F, +5.1, AOR	WHTT-F, -3.5, AC
Canton	WHBC-F, 14.7, EZ	WONE-F, +2.3, AOR	WRQK-F, -2.2, AOR
Casper	KTRS-F, 48.9, ?	KTRS-F, +11.3, ?	KVOC, -8.7, C
Cedar Rapids	KHAK-AF, 17.3, C	KRNA-F, +2.2, AOR	KQCR-F, -5.2, CHR
Charleston, SC	WEZL-F, 11.2, C	WMGL-F, +3.4, B	WKQB-F, -2.9, CHR
Charleston, WV	WQBE-F, 19.4, C	WBES-F, +6.6, EZ	WVNS-F, -5.2, AC
Charlotte	WSOC-F, 14.4, C	WPEG-F, +2.3, B	WWMG-F, -2.2, AC
Chattanooga	WSKZ-F, 19.2, CHR	WSGC-F, +3.6, AC	WYVY-F, -4.0, B
Chicago	WGN , 9.1, N/T	WVAZ-F, +1.7, B	WGCI-F, -3.0, B
Cincinnati	WLW , 12.0, MOR	WOFX-F, +3.0, AC	WEBN-F, -3.4, AOR
Cleveland	WMMS-F, 10.7, AOR	WDOK-F, +1.9, AC	WWWE, -3.6, N/T
Colorado Srings	KVUU-F, 9.8, AC	KATM-F, +7.5, CHR	KIKX-F, -9.2, CHR
Columbia, SC	WWDM-F, 15.7, B	WTCB-F, +2.0, AC	WWDM-F, -3.2, B
Columbus, GA	WGSY-F, 15.3, AC	WAGH-F, +7.6, B	WNKS-F, -5.8, CHR
Columbus, OH	WNCI-F, 16.0, CHR	WNCI-F, +4.6, CHR	WTVN, -3.1, MOR
Corpus Christi	KZFM-F, 13.0, CHR	KEYS, +4.1, AC	KLTG-F, -4.3, AC
Dallas-Ft. Worth	KVIL-AF, 8.6, AC	KMEZ-F, +2.5, EZ	KKDA-F, -2.1, B
Davenport-Ri-Moline	WPXR-F, 16.4, CHR	WPXR-F, +6.1, CHR	KUUL-F, -4.5, AC
Dayton	WTUE-F, 9.2, AOR	WAZU-F, +6.5, AOR	WHKO-F, -4.4, C
Daytona Beach	WWLV-F, 13.6, EZ	WJHM-F, +7.2, B	WDIZ-F, -3.6, AOR
Denver	KBCO-AF, 8.2, AOR	KBCO-AF, +2.3, AOR	KBPI-F, -2.7, AOR
Des Moines	KGGO-F, 17.0, AOR	KJJY-F, +7.1, C	KSO , -5.7, C
Detroit	WJR , 9.9, MOR	WLTI-F, +1.1, AC	CKLW, -1.4, BB
Duluth	KZIO-F, 9.7, CHR	WAKX-F, +5.8, AC	WAVC-F, -7.5, C
El Paso	KPRR-F, 14.4, CHR	KTSM-F, +1.8, EZ	KEZB-AF, -4.1, CHR KEZB-F, -4.1, CHR
Erie	WJET-F, 24.5, CHR	WRIE, +3.7, AC	WCCK-F, -9.2, AOR
Eugene	KUGN-F, 16.6, C	KUGN-F, +3.1, C	KSND-F, -3.5, CHR
Evansville	WSTO-F, 22.1, CHR	WGBF-F, +5.7, AOR	WSTO-F, -9.4, CHR
Fargo	KQWB-F, 18.5, AOR	KQWB-F, +3.6, AOR	KVOX, -3.1, C
Fayetteville, NC	WKML-F, 17.8, C	WKML-F, +7.7, C	WDKS-F, -6.3, B
Flint	WCRZ-F, 14.9, AC	WFLT, +2.6, REL	WIOG-F, -5.9, CHR
Fort Wayne	WMEE-F, 23.4, CHR	WBYR-F, +9.6, AC	WEZV-F, -4.0, EZ
Fresno	KOJY-F, 8.8, EZ	KBOS-F, +2.4, CHR	KMGX-F, -3.9, CHR
Grand Rapids	WOOD-F, 11.4, EZ	WOOD-F, +4.3, EZ	WKLQ-F, -7.4, CHR
Green Bay	WIXX-F, 25.3, CHR	WAP[illegible], +3.4, AOR	WDUZ, -3.6, MOR
Greensboro-WS	WTQR-F, 15.9, C	WJM[illegible], +6.5, B	WKRR-F, -4.1, AOR
Greenville, NC	WIKS-F, 16.9, B	WH[illegible], +3.2, ?	WIKS-F, -7.6, B
Greenville-Spartanburg	WANS-F, 10.4, CHR	WH[illegible], +5.8, AC	WESC-F, -3.4, C
Harrisburg	WNNK-F, 19.0, CHR	WHC[illegible]-F, +2.4, EZ	WNNK-F, -2.7, CHR
Hartford	WTIC, 15.9, MOR	WW[illegible]-F, +5.4, C	WTIC, -3.2, MOR
Honolulu	KQMQ-AF, 13.6, CHR	KUMU-AF, +3.2, EZ	KSSK, -3.3, MOR

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
Houston	KMJQ-F, 9.1, B	KILT-F, +1.5, C	KRBE-F, -2.9, CHR
Huntington, WV	WTCR-AF, 29.6, C	WTCR-F, +5.2, C	WKEE-F, -8.8, CHR
Huntsville	WDRM-AF, 22.4, C	WDRM-AF, +7.2, C WDRM-F, +7.2, C	WBHP, -4.2, C
Indianapolis	WFBQ-F, 15.6, AOR	WKLR-F, +4.2, AC	WZPL-F, -2.5, CHR
Jackson	WJMI-F, 16.6, B	WMJW-F, +5.4, AC	WOAD, -5.0, REL
Jacksonville	WAPE-AF, 14.1, CHR	WEJZ-F, +2.9, AC	WAPE-F, -4.6, CHR
John City-Kingsport	WQUT-F, 20.6, CHR	WKPT, +2.1, EZ	WQUT-F, -4.6, CHR
Johnstown	WGLU-F, 13.9, CHR	WGLU-F, +10.0, CHR	WBXQ-F, -5.1, AC
Kalamazoo	WKFR-F, 19.4, CHR	WRKR-F, +15.6, AOR	WNWN-F, -4.4, C
Kansas City	WDAF, 15.5, C	KXXR-F, +5.6, AOR	KYYS-F, -4.4, AOR
Knoxville	WIVK-AF, 34.2, C	WMYU-F, +5.0, AC	WIMZ-AF, -4.8, AOR WIMZ-F, -4.8, AOR
Lafayette, LA	KSMB-F, 18.6, CHR	WYNK-AF, +5.4, C WYNK-F, +5.4, C	KSMB-F, -8.1, CHR
Lakeland	WPCV-F, 14.1, C	WPLZ-F, +3.3, AC	WRBQ-AF, -4.5, CHR WRBQ-F, -4.5, CHR
Lancaster	WLAN-F, 12.3, CHR	WDAC-F, +1.4, REL	WNCE-F, -2.2, EZ
Lansing	WITL-F, 17.5, C	WITL-F, +2.0, C WPMK-F, +2.0, AC	WVIC-F, -5.4, CHR
Las Vegas	KFMS-AF, 11.3, C	KUDA-F, +4.7, AC	KYRK-F, -2.7, CHR
Lexington	WVLK-F, 19.9, C	WCKU-F, +9.1, B	WLFX-F, -8.3, CHR
Lincoln	KFRX-F, 12.7, CHR	KTGL-F, +6.8, AOR	KEZG-F, -5.1, AC
Little Rock	KSSN-F, 20.7, C	KIPR-F, +7.2, B	KZOU-F, -4.8, CHR
Los Angeles	KPWR-F, 7.1, CHR	KQLZ-F, +1.9, CHR	KTNQ, -1.7, SP
Louisville	WAMZ-F, 16.3, C	WLOU, +3.9, B	WHAS, -3.2, MOR
Lubbock	KLLL-F, 18.9, C	KZII-F, +6.4, CHR	KRLB-F, -15.6, CHR
Macon	WDEN-AF, 20.9, C	WDEN-AF, +6.0, C	WAYS-F, -12.5, CHR
Madison	WZEE-F, 17.1, CHR	WOLX-F, +5.0, AC	WHIT, -3.1, AC
Manchester	WGIR-F, 11.3, AOR	WHOB-F, +8.7, CHR	WZOU-F, -4.2, CHR
Mcallen-Brownsville	KBFM-F, 19.7, CHR	KBFM-F, +4.7, CHR	KGBT, -8.8, SP
Melbourne-Titusville-Cocoa	WSSP-F, 20.1, EZ	WOCL-F, +3.8, AC	WBJW-F, -7.3, CHR
Memphis	WHRK-F, 13.1, B	WDIA, +4.2, B	WMC -F, -6.7, CHR
Miami-Ft. Lauderdale	WHQT-F, 9.0, B	WHQT-F, +6.4, B	WEDR-F, -4.4, B
Milwaukee	WTMJ, 12.3, MOR	WZTR-F, +2.8, AC	WKLH-F, -2.5, AOR
Minneapolis-St. Paul	WCCO, 16.4, MOR	KQQL-F, +3.1, AC	KQRS-AF, -3.1 AOR KQRS-F, -3.1, AOR
Mobile	WKSJ-AF, 18.3, C	WGCX-F, +1.8, AOR	WABB-F, -5.8, CHR
Modesto	KHOP-F, 13.9, CHR	KHOP-F, +6.7, CHR	KFIV-F, -3.7, CHR
Montgomery	WLWI-F, 17.2, C	WSYA-F, +6.6, AC	WBAM-F, -4.1, CHR
Nashville	WYHY-F, 13.8, CHR	WVOL, +1.7, B	WSM , -1.9, C
Nassau-Suffolk	WALK-AF, 8.1, AC	WALK-F, +2.0, AC	WBAB-F, -.6, AOR
New Haven	WKCI-F, 13.3, CHR	WEBE-F, +1.8, AC	WRCH-F, -1.7, EZ
New Orleans	WEZB-F, 12.4, CHR	WBYU, +3.5, BB	WQUE-AF, -5.3, B
New York	WHTZ-F, 6.0, CHR	WSKQ-F, +2.4, SP	WPAT-AF, -1.3, EZ
Norfolk	WAFX-F, 11.7, AOR	WAFX-F, +9.7, AOR	WNOR-AF, -4.4, AOR
Oklahoma City	KXXY-AF, 15.0, C	KKNG-F, +2.9, EZ	KPRW, -3.9, B
Omaha	KQKQ-F, 15.0, CHR	KQKQ-F, +4.6, CHR	KGOR-F, -5.0, AC
Orlando	WWKA-F, 9.7, C	WHTQ-F, +4.1, AOR	WXXO, -2.9, REL
Oxnard-Ventura	KCAQ-F, 11.1, CHR	KCAQ-F, +4.4, CHR	KMYX-F, -5.6, C
Pensacola	WOWW-F, 10.7, C	WAVH-F, +6.3, AC	WBLX-F, -4.0, B
Peoria	WWCT-F, 15.8, AOR	WMBD, +2.0, MOR	WIRL, -2.5, AC
Philadelphia	KYW , 7.1, N/T	WIOQ-F, +2.3, CHR	WUSL-F, -1.3, B
Phoenix	KNIX-AF, 12.2, C	KMLE-F, +2.9, C	KMEO-AF, -2.9, EZ
Pittsburgh	KDKA, 14.1, MOR	WSHH-F, +2.0, EZ	WMYG-F, -2.0, AOR
Portland, ME	WPOR-AF, 16.6, C	WMGX-F, +4.1, AC	WTHT-F, -5.5, CHR
Portland, OR	KKRZ-F, 8.9, CHR	KKSN, +1.5, BB	KYTE, -3.1, CL
Portsmouth-Dover-Rochester,nh	WOKQ-F, 9.1, C	WHOB-F, +2.6, CHR	WHEB-AF, -4.6, AOR WHEB-F, -4.6, AOR
Providence	WPRO-F, 12.8, CHR	WWKX-F, +4.1, B	WPRO-F, -4.0, CHR
Pueblo	KCCY-F, 14.3, C	KRYT-F, +9.3, AC	KKMG-F, -8.6, CHR
Raleigh	WRDU-F, 10.1, AOR	WRAL-F, +1.6, AC	WFXC-F, -1.2, B
Reno	KWNZ-F, 11.7, CHR	KSXY-F, +3.5, AC	KRZQ-F, -2.8, AOR
Richmond	WRVA, 14.7, MOR	WKHK-F, +6.6, C	WRVQ-F, -5.1, CHR
Riverside-San Bernardino	KDUO-F, 8.2, EZ	KQLZ-F, +5.5, CHR	KIIS-F, -2.7, CHR
Roanoke-Lynchburg	WXLK-F, 15.0, CHR	WROV-F, +8.2, AOR	WXLK-F, -7.2, CHR
Rochester	WCMF-F, 17.4, AOR	WDKX-F, +2.3, B	WBEE-F, -2.4, C
Rockford	WZOK-F, 18.0, CHR	WKMQ-F, +12.5, AC	WZOK-F, -5.0, CHR
Sacramento	KFBK, 9.3, N/T	KFBK, +1.5, N/T KRAK-F, +1.5, C	KROY-F, -2.3, CHR
Saginaw-Bay City-Midland	WIOG-F, 24.1, CHR	WTLZ-F, +6.1, B	WIOG-F, -9.7, CHR
Salinas-Monterey-Santa Cruz	KDON-F, 11.2, CHR	KDON-F, +2.3, CHR	KCTY, -2.6, SP
Salisbury-Oc, MD	WKHI-F, 12.5, CHR	WKHI-F, +3.4, CHR	WLVW-F, -2.1, AC
Salt Lake City	KKAT-F, 9.3, C	KSOP-F, +2.4, C KBER-F, +2.4, AOR	KRSP-F, -3.6, AOR
San Antonio	KCYY-F, 8.4, C	KSNO-F, +2.8, AC	KQXT-F, -3.9, EZ

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
San Diego	KGB -F, 8.8, AOR	KSON-AF, +2.6, C	KPOP, -2.4, N/T
San Francisco	KGO , 7.0, N/T	KFRC, +.7, BB	KABL-AF, -1.7, EZ
			KABL-F, -1.7, EZ
		KYA -F, +.6, AC	
San Jose	KBAY-F, 6.6, EZ	KARA-F, +2.2, AC	KHQT-F, -1.9, CHR
Sarasota-Bradenton	WDUV-F, 22.2, EZ	WFLZ-F, +3.3, N/T	WRBQ-F, -2.3, CHR
Savannah	WEAS-F, 18.3, B	WEAS-F, +4.3, B	WZAT-F, -7.4, CHR
Seattle-Tacoma	KIRO, 9.6, N/T	KLTX-F, +1.5, AC	KIXI, -1.3, BB
Shreveport	KRMD-AF, 13.8, C	KEEL, +5.4, BB	KDKS-F, -6.2, B
Sioux Falls	KELO, 12.8, AC	KXRB, +3.9, C	KKRC-F, -7.5, CHR
South Bend	WSBT, 17.5, MOR	WSBT, +3.7, MOR	WNDU, -3.4, C
Spokane	KZZU-F, 15.6, CHR	KKZX-F, +3.7, AOR	KEZE-F, -3.1, AOR
Springfield, MA	WHYN-F, 11.5, AC	WHYN-F, +4.5, AC	WRCH-F, -2.8, EZ
Springfield, MO	KWTO-F, 26.7, CHR	KLTQ-F, +4.9, ?	KTTS-F, -4.0, C
St. Louis	KMOX, 21.2, N/T	WKBQ-F, +2.9, CHR	KMOX, -3.8, N/T
Steubenville	WOMP-F, 12.6, CHR	WEEL-F, +5.1, EZ	WSTV, -4.9, N/T
Stockton	KHOP-F, 10.4, CHR	KHOP-F, +6.3, CHR	KCBS, -3.4, N/T
Syracuse	WNTQ-F, 13.9, CHR	WRHP-F, +3.6, EZ	WEZG-F, -3.8, EZ
Tallahassee	WGLF-F, 16.0, AOR	WGLF-F, +7.2, AOR	WANM, -11.6, B
Tampa-St. Petersburg	WRBQ-AF, 15.1, CHR	WDUV-F, +3.7, EZ	WRBQ-F, -2.1, CHR
			WWRM-F, -2.1, AC
Terre Haute	WTHI-F, 26.2, C	WTHI-F, +3.7, C	WPRS, -2.7, MOR
Toledo	WIOT-F, 12.9, AOR	WRQN-F, +5.6, CHR	WKKO-F, -4.8, C
Topeka	KMAJ-F, 17.7, AC	KMAJ-F, +5.4, AC	KTOP, -4.3, BB
Tucson	KRQQ-F, 21.5, CHR	KMRR, +2.8, BB	KIIM-F, -4.3, C
Tulsa	KWEN-F, 11.7, C	KVOO-F, +2.4, C	KMOD-F, -2.5, AOR
			KVOO, -2.5, C
Utica-Rome	WFRG-AF, 15.5, C	WFRG-AF, +14.0, C	WNYZ-F, -7.0, CHR
Waco	KWTX-F, 19.5, CHR	KWTX-F, +3.7, CHR	WBAP, -3.8, C
Washington	WPGC-F, 6.4, CHR	WMMJ-F, +1.7, B	WHUR-F, -1.6, B
Waterloo-Cedar Falls	KFMW-F, 19.2, CHR	KOEL-F, +6.3, C	KWLO, -3.7, AC
West Palm Beach	WEAT-AF, 17.5, EZ	WEAT-F, +5.8, EZ	WHXQ-F, -2.6, AC
Wheeling	WOMP-F, 23.6, CHR	WEEL-F, +3.3, EZ	WOMP-F, -5.5, CHR
Wichita	KKRD-F, 15.0, CHR	KNSS, +2.6, N/T	KFH , -4.8, AC
Wilkes Barre-Scranton	WKRZ-F, 13.3, CHR	WNAK, +3.4, BB	WGBI-F, -3.0, AC
Wilmington, DE	WSTW-F, 9.2, CHR	WXTU-F, +2.6, C	WEAZ-F, -3.8, EZ
Wilmington, NC	WVBS-F, 14.2, CHR	WSFM-F, +7.8, AOR	WMFD-AF, -8.3, CHR
Worcester	WAAF-F, 14.9, AOR	WODS-F, +4.7, AC	WTAG, -3.3, MOR
York	WYCR-F, 12.8, CHR	WGTY-F, +3.5, C	WSBA, -5.0, MOR
Youngstown	WHOT-AF, 14.6, CHR	WBBG-F, +6.7, AC	WYFM-F, -4.9, AC

NATIONAL FM SHARE*

SPG 89 73.438%

FAL 88	71.904%	SPG 82	58.870%
SPG 88	71.376%	FAL 81	58.651%
FAL 87	70.605%	SPG 81	57.353%
SPG 87	71.835%	OCT/NOV 80	56.116%
FAL 86	69.655%	APR/MAY 80	54.254%
SPG 86	68.791%	OCT/NOV 79	53.627%
FAL 85	67.109%	APR/MAY 79	50.887%
SPG 85	66.549%	OCT/NOV 78	50.698%
FAL 84	65.032%	APR/MAY 78	47.638%
SPG 84	64.290%	OCT/NOV 77	46.501%
FAL 83	63.058%	APR/MAY 77	44.428%
SPG 83	62.291%	OCT/NOV 76	43.818%
FAL 82	60.571%	APR/MAY 76	40.886%

FM GROWTH RATE

APR/MAY 76 TO APR/MAY 77:	3.542%
APR/MAY 77 TO APR/MAY 78:	3.210%
APR/MAY 78 TO APR/MAY 79:	3.249%
APR/MAY 79 TO APR/MAY 80:	3.367%
APR/MAY 80 TO SPG 81:	3.099%
SPG 81 TO SPG 82:	1.517%
SPG 82 TO SPG 83:	3.421%
SPG 83 TO SPG 84:	1.999%
SPG 84 TO SPG 85:	2.259%
SPG 85 TO SPG 86:	2.242%
SPG 86 TO SPG 87:	3.044%
SPG 87 TO SPG 88:	-0.459%
SPG 88 TO SPG 89:	2.062%

*Based on MSA, 1/4 HR AVG, 12+, Broadcast Week. All stations reported in Arbitron are included.

STATION TRADING ACTIVITY

(6 February 1989 - 22 August 1989)

Below are the major station sales announced in the last six months. Remember that these are announced sales and that these transactions may not have closed. In fact, some may never close. (E) = estimate.

STATION	MARKET	GROUP OWNERS	PRICE	BROKER
KCKC, KBON-F	Riverside, San Bern.		$ 5,000,000	(Hogan-Feldmann)
WBBE, WMGB-F	Georgetown (Lexington)	Sold by Audubon	1,830,000	(Sailors)
WITH	Baltimore		1,740,000	
WTAC	Flint	Sold to Hal Gore	325,000	
WTRX	Flint		225,000	(Auction)
KVEG	Las Vegas		325,000	
KSRO, KREO-F	Santa Rosa, CA	Sold to Fuller-Jeffrey	5,000,000	(Blackburn)
KENI A/F	Anchorage		1,200,000 (83%)	
WYCG-F	Gainesville, FL	From New South to Polacek	2,187,000	(MVP)
WYNG-F	Evansville	From Beasley to Pinnacle		
WYAV-F	Myrtle Beach	From Beasley to Pinnacle		
WFTC, WRNS-F	Greenville-New Bern, NC	From Beasley to Pinnacle		
			$18,600,000	(Americom)
KVAN, KMJK-F	Portland	Sold to Fairmont	7,650,000	(LaRue)
WEAN	Providence		1,050,000	
WTMA	Charleston, SC	Sold by Faircom	575,000	
KSFA, KTBC-F	Nacogdoches, TX		300,000	
WFBR, WLIF-F	Baltimore	From JAG to Infinity	32,000,000	
WPOG-F	Norfolk	From JAG to Sunshine Wireless	8,000,000	
KQDI A/F	Great Falls, MT		290,000	(Exline)
WBEM	Windber, PA (Johnstown)		187,000	
KHEZ-F	Caldwell (Boise)	Sold to John Price	700,000	
WWSD, WIQI-F	Quincy FL (Tallahassee)		1,750,000	(Richards)
WTHT-F	Portland, ME	From Taylor to Fuller-Jeff.	4,500,000	
KKAL, KZOZ-F	San Luis Obispo	Sold to Brandon	2,000,000	(Grandy)
KALI	Los Angeles	From United to TA/Shaw		
KSOL-F	San Francisco	From United to TA/Shaw		
WINX	Washington	From United to TA/Shaw		
WDJY-F	Washington	From United to TA/Shaw		
WKDM	New York	From United to TA/Shaw		
WYST A/F	Baltimore	From United to TA/Shaw		
WJMO, WRQC-F	Cleveland	From United to TA/Shaw		
			$ 75,000,000	(Americom)
WBYO-F	Boyertown, PA	Sold to Legend (Larry Patrick)	3,300,000	
WOCN	Miami		55,000 + debt	
KLNG	Council Bluffs, IA		250,000	(Chapman)
WGLI	Babylon (Long Island)	Sold to owners of WADO	350,000	
KATI	Casper	Donated to Univ. of Wyoming		
WJBO, WFMF-F	Baton Rouge	Sold to George Jenne	9,091,000	(Comm. Equity)
KMCK-F	Fayetteville, AR	Sold to Harvey Tate	1,451,000	(Fischer)
WJBX	Bridgeport		550,000	
WDLW	Waltham (Boston)		1,150,000	
KTOZ	Springfield, MO		310,000	
WDIG	Steubenville		116,000	
KHVN (970) and KMEZ (1480)	Dallas-Fort Worth	Stations swapped by Gilmore and Summit		
WEKS-F	La Grange (Atlanta)	From Zapis to NewCity	15,000,000	(Americom;MVP)
KFTQ, WAAF-F	Worcester (Boston)	From NewCity to Zapis	15,000,000	(MVP; Americom)
WKLL, KEZK-F	St. Louis	From Adams to Channel One	14,700,000	
KSTZ-F	St. Gene. (St. Louis)	From Channel One to Adams	6,500,000	
KJMM	Tucson		1,050,000	
WPDQ-F	Green Cove (Jacksonville)		1,440,000	
KRLV-F	Las Vegas		4,100,000	
KRPN-F	Roy (Salt Lake)	Sold to Bonneville	1,250,000	
KOSY A/F	Texarkana		1,100,000	(Chapman)
WQOK-F	S. Boston (Raleigh)	From Joyner to Ragan Henry	7,400,000	(Foreman)
KJZY-F	Denton (Dallas)	Sold to Broadcast House	5,800,000	(Moore)
KZRK-F	Denton (Dallas)		3,300,000	(Chapman)
WNYM	New York	Sold by Salem	13,000,000	
WNYS	Ft. Meyers		450,000	
WPOY, WUVU-F	St. Augustine, FL	Sold to Sage	3,530,000	(Peterson)
WTCB-F	Columbia, SC	From Haymarket to Bloomington	5,500,000	(Comm. Equity)
KYKL-F	Casper	Sold to Rivers	375,000	
KNBR	San Francisco	From NBC to Susquehanna	20,300,000	
WOOJ-F	Lehigh Acres (Ft. Meyers)		5,000,000	(Chaisson)
WJYE-F	Buffalo	From Speed-O-Print to Williams	6,000,000	(Schutz)
WNVZ-F	Norfolk	From Capitol (Goodman) to Wilkes-Schwartz	7,500,000	

STATION	MARKET	GROUP OWNER	PRICE	BROKER
WINW, WRQK-F	Canton			
WHLY-F	Orlando	From Southern Starr to Taylor	3,600,000	(Stevens)
WAPF-AM	Jacksonville	From Evergreen to Genesis	12,000,000	
		(Maduri)	875,000	
WREN	Topeka	Sold to UNO	375,000	
WALE	Fall River, MA		650,000	(New England)
WHFB A/F	Benton Harbor, MI	From Wincom to Independence	4,560,000	(Chaisson)
KVOX A/F	Fargo/Moorhead	Sold by Ogden Newspapers	1,600,000	(Marshall)
KWTO A/F	Springfield, MO	From Summit to Cole	5,200,000	(Mahlman)
WFIG, WWDM-F	Sunter, SC (Columbia)	35% interest	3,700,000	(Marshall)
WMCA	New York	From Federal to Salem	14,600,000	
WWL, WLMG-F	New Orleans	Sold to Keymarket	13,100,000	(Crisler)
KZOK-F	Seattle	From Adams to Fisher	16,800,000	
KQUL	Seattle	From Adams to Fisher	1,200,000	
KTSS	Davenport		70,000	
KFRU	Columbia, MO		525,000	
WWIL	Wilmington, NC		179,000	
WKKO/WSSH	Boston	Sale to Merv Griffin (CANCELLED)	39,000,000	(Blackburn)
KRZN/KJIM	Denver area	Genesis swapping for KJIM plus paying about $1.5 million		
WAVW-F	Vero Beach, FL		4,650,000	(MVP)
WMFX	St. Andrews (Columbia, SC)	From Signature to Bawm	5,000,000	(Fischer)
KJRB/KEZE-F	Spokane	From Alexander to Apollo	3,000,000	
WNEW-F	New York	From Legacy to Westinghouse		
KTWV-F	Los Angeles	From Legacy to Westinghouse		
WMMR-F	Philadelphia	From Legacy to Westinghouse		
WLLZ-F	Detroit	From Legacy to Westinghouse		
WCPT/WCXR F	Washington	From Legacy to Westinghouse		
KILT A/F	Houston	From Legacy to Westinghouse		
KDWB A/F	Minneapolis-St. Paul	From Legacy to Westinghouse	17,200,000	
			$382,000,000	(Americom)
WJDX and WMSI-F	Jackson, MS	From Sterling to Capstar		
WSSL, A/F	Greenville, SC	From Sterling to Capstar		
			$ 24,000,000	(Stevens)
WAAY	Huntsville		300,000	
WECK	Buffalo		600,000	
KNZS, KMBY-F	Salinas, CA	From Frankhouser to Steve Adams, Jr.	3,600,000	(Kalil)
WILK	Wilkes Barre	Sold to Keymarket	750,000	(Comm. Equity)
WNJY-F	Rotterdam (Albany)		2,900,000	(Kozacko-Horton)
WMQX A/F	Greensboro-WS	Sold to Ralph Guild	7,000,000	
KCWV-F	Kansa City	Sold to Journal Co.	6,000,000	(Sherwood)
WNAV	Annapolis	Sold by Duchossois	1,625,000	
WMMY-F	Eden (Greensboro)	Sold by Speed-O-Print	3,500,000	(Foreman)
WHGB	Harrisburg	From Great Scott to Keymarket	250,000	
WNOO, WYVY-F	Chattanooga		2,000,000	(Sailors)
KVEE A/F	Grand Junction, CO		520,000	
WLNZ-F	St. Johns (Lansing)		690,000	
WOWI-F	Norfolk	From Wilkes to Ragan Henry	8,300,000	(Foreman)
WYMJ-F	Beavercreek (Dayton)		3,000,000	
WAXY-F	Miami	From RKO to Ackerly	21,000,000	(Stevens)
KODA-F	Houston	From Westinghouse to Sillerman	22,000,000	
KJQY-F	San Diego	From Westinghouse to Sillerman	15,000,000	
WRRR, WYBR-F	Rockford	Sold by Communications Partners	1,350,000	(Blackburn)
KUUY, KKAZ-F	Cheyenne		1,000,000	
WTNZ-F	Clinton (Knoxville)		400,000	
WFIA, WXLN-F	Louisville		2,100,000	(Tornberg)
WNLK, WGMX-F	Norwalk, CT	Sold to CRB	5,000,000	(Blackburn)
KMNY	Pomona, CA	Sold to Spectrum	7,500,000	
WGKT, WPHD-F	Buffalo	Sold to Metroplex/Robinson	6,400,000	(Americom)
WWRL	New York	50% sold by Unity	2,000,000	
WHAT	Philadelphia		1,650,000	(Chapman)
WAKR, WONE-F	Akron	From Summit to Ragan Henry	9,000,000	(LaRue)
KJOJ-F	Conroe (Houston?)	From Swaggert to Ragan Henry	9,000,000	(Sailors and Crisler)
WYCB	Washington		3,000,000	
WBVR-F	Russellville, KY	From Target to Keymarket	5,250,000	
WQXL	Columbia, SC		136,000	
WFIL	Philadelphia	Sold to Douglas	6,500,000	(Crisler and Americom)
KHUM-F	Ottawa (Topeka)	Sold by Arrow	1,800,000	

STATION	MARKET	GROUP OWNER	PRICE	BROKER
KRIA	San Antonio	Sold to Adams	750,000	(Fischer)
WRAP	Norfolk	Sold to Ragan Henry	400,000	(Capstone)
WXTR-F	La Plata (Washington)	From Ragan Henry to Heifetz	33,000,000	(Kalil)
WZEW-F	Fairhope (Mobile)		750,000	
KLFF, KONC-F	Glendale (Phoenix)		2,300,000	
WRXJ, WCRJ-F	Jacksonville	From Hoker to Ragan Henry	8,600,000	(MVP)
KUGN A/F	Eugene		4,200,000	
KDWB A/F	Minneapolis	From Legacy to Midcontinent	17,700,000	
KVKI A/F	Shreveport	From Shreveport to Waldron		
KBFM	McAllen	From Shreveport to Waldron		
			7,000,000	(Americom)
KHJJ, KKZZ-F	Lancaster, CA	Sold to Eric Chandler	3,600,000	(MVP)
WSTC, WJAZ-F	Stanford, CT	From Chase to Forrest-Brody	8,700,000	(Mahlman)
WYOM	Wilkes-Barre	From Keymarket to Gore	125,000	(Comm.Equity)
KCBQ A/F	San Diego	From Eric/Chandler to Adams	23,500,000	(Grandy)
KATD-F	San Jose	Sold to Crown	5,000,000	
KLZS-F	Wichita	Sold by Nancy Kassenbaum	2,850,000	(Chapman)
WDKS-F	Dunn, NC	Sold by Landsman	2,000,000	(Blackburn)
WGFT	Youngstown		280,000	
WSIC, WFMX-F	Statesville, NC	Sold to Adventure	3,750,000	(Marshall)
KGEE-F	Monahans (Odessa-Midland)		1,260,000	(Mitchell)
KJQN A/F	Ogden		825,000	
KFQX A/F	Merkel (Abilene, TX)	Sold to Phil Motta	950,000	(Thoben-Van Huss)
KORG, KEZY-F	Anaheim	From Sullivan to ML/WIN	15,125,000	(MVP)
KQLH-F	Riverside-San Bernadino	Sold to Keymarket	7,700,000	(Americom)
WLVH-F	Hartford	From Sage to First City	7,600,000	(Blackburn)
WOWW-F	Pensacola	From Colonial to Sun Group	5,000,000	
WAMT	Titusville	Sold by Sage	420,000	
KUDA-F	Pahrump (Las Vegas)	From EZ to Americom (Quinn)	4,000,000	(Richards)
WQSF-F	Williamsburg (Richmond)	From Understein to Keymarket	3,000,000	(MVP)
WJLT A/F	Crozet, VA	Sold by Elting	1,360,000	(Chapman)
WCMB, WIMX-F	Harrisburg, PA	Sold by McKenna	4,900,000	
WHDL, WOLN-F	Olean	Sold to Arrow	1,000,000	(Kozacko-Horton)
KIZN A/F	Boise	From Constant to Pacific Telecom		
KQLO, KWNZ-F	Reno	From Constant to Pacific Telecom		
KDUK, KLCX-F	Eugene	From Constant to Pacific Telecom		
			9,900,000	
WCOS A/F	Columbia	From GHB to Ragan Henry	12,500,000	(LaRue)
KMYX-F	Oxnard (Ojai)	Sold to Eric/Chandler	1,800,000	(Exline)
WMGR, WJAD-F	Albany, GA	Sold to Waldron	3,000,000	(LaRue)
WNOE A/F	New Orleans	Sold to New Market	7,250,000	(Americom)
KRKX	Billings	Sold to Sunbrook	102,000	
KFOR, KFRX-F	Lincoln	From Summit to Arrow	6,600,000	(Crisler & Mahlman)
KJUL-F	Las Vegas	Sold to Ragan Henry	4,200,000	(Sailors & Peterson)
KWIC A/F	Beaumont		3,900,000	
WLVK-F	Charlotte (Stateville)	From Capitol (Johnson) to Trumper	8,000,000	(Blackburn)
WQBA A/F	Miami	From Susquehanna to WADO/ Tichenor	28,000,000 (E)	(Crisler & Hepburn)
WRAW, WRFY-F	Reading	Sold to Ragan Henry	18,500,000	(Blackburn)
WILN-F	Panama City	50% sold	600,000	
WNVL, WCKU-F	Lexington (Nicholasville)		1,050,000	
WKIX, WYLT-F	Raleigh	From Metroplex to Universal	7,700,000	(Mahlman)
KOIL, KOMJ-F	Omaha	Sold to Ovation	5,750,000	(Kalil)
WRHD, WRCN-F	Long Island		5,200,000	(Mahlman)
KSGL	Wichita	59%	533,000	
WKAJ, WQQY-F	Saratoga Springs, NY		2,250,000	(New England)
KQIL, KQIZ-F	Grand Junction, CO		1,300,000	(Kalil)
KCCV	Kansas City	From Bott to Ragan Henry	700,000	(Capstone)
WXSS	Memphis	Sold to Willis	780,000	
KAYC, KAYD-F	Beaumont		1,500,000 (E)	
WMXB-F	Richmond	From Ragan Henry to Radio Ventures	23,500,000	(Chapman)
KZTR A/F	Oxnard	From Golden Bear to Adams	5,200,000	(Americom)
KZZB A/F	Beaumont	Sold to Design Media	2,100,000	(Blackburn)
WWNC, WKSF-F	Asheville	From Heritage (Polacek) to Radio Ventures	25,500,000	
WTOP, WASH-F	Washington	From Outlet to Chase	74,000,000 (E)	
KRZN	Denver (Engelwood)	Sold by Sudbrink	400,000	
KVIV	El Paso		450,000	

AMERICA'S LEADING STATIONS - 12+ METRO SHARE*

	STATION	MARKET	SHARE	FORMAT	GROUP OWNER	EST 1988 REVENUE
1.	KTRS-F	Casper	48.9	CHR	-----	825,000
2.	WIVK-AF	Knoxville	34.2	C	Dick	5,200,000
3.	WTCR-AF	Huntingto	29.6	C	CRB	1,800,000
4.	KWTO-F	Springfie	26.7	CHR	Cole	2,400,000
5.	WTHI-F	Terre Hau	26.2	C	-----	NA
6.	WJBC	Bloomingt	26.1	MOR	Bloomingtn	2,200,000
7.	WBBQ-AF	Augusta	25.3	CHR	-----	3,300,000
	WIXX-F	Green Bay	25.3	CHR	Midwest	2,500,000
9.	WJET-F	Erie	24.5	CHR	Jet	1,250,000
10.	WIOG-F	Saginaw-B	24.1	CHR	Booth	3,500,000
11.	WOMP-F	Wheeling	23.6	CHR	-----	2,100,000
12.	WMEE-F	Fort Wayn	23.4	CHR	Federated	3,400,000
13.	WDRM-AF	Huntsvill	22.4	C	-----	2,000,000
14.	WDUV-F	Sarasota	22.2	EZ	-----	2,500,000
15.	WSTO-F	Evansvill	22.1	CHR	-----	1,900,000
16.	KRQQ-F	Tucson	21.5	CHR	Nationwide	2,900,000
17.	KMOX	St. Louis	21.2	N/T	CBS	20,500,000
18.	WDEN-AF	Macon	20.9	C	Magic	2,000,000
19.	KSSN-F	Little Ro	20.7	C	SthrnSkies	3,700,000
20.	WQUT-F	John City	20.6	CHR	Bloomingtn	2,100,000
21.	WVLK-F	Lexington	19.9	C	Bluegrass	2,400,000
22.	KBFM-F	Mc-Brown	19.7	CHR	Encore	1,400,000
23.	KCIX-F	Boise	19.6	AC	-----	1,700,000
	WWNC	Asheville	19.6	C	Hrtge(Pola)	2,200,000
25.	WAAL-F	Binghamto	19.5	CHR	Regional	1,400,000
	KWTX-F	Waco	19.5	CHR	-----	NA
27.	WQBE-F	Chrlston	19.4	C	Nininger	1,700,000
	WKFR-F	Kalamazoo	19.4	CHR	-----	2,400,000
29.	WZYP-F	Huntsvill	19.3	CHR	-----	2,000,000
	WIKY-F	Evansvill	19.3	MOR	So.Central	2,500,000
31.	WSKZ-F	Chtnooga	19.2	CHR	Bloomingtn	2,400,000
	KFMW-F	Waterloo	19.2	CHR	Park	900,000
33.	WNNK-F	Harrisbur	19.0	CHR	Keymarket	4,900,000
	WXBQ-F	John City	19.0	C	Nininger	1,600,000
	WBNQ-F	Bloomingt	19.0	CHR	Bloomingtn	1,600,000
36.	KLLL-F	Lubbock	18.9	C	Pinnacle	1,700,000
37.	WZZK-AF	Brmngham	18.7	C	NewCity	6,000,000
	WKEE-F	Huntingto	18.7	CHR	-----	1,700,000
39.	KSMB-F	Lafayette	18.6	CHR	-----	1,700,000
40.	KQWB-F	Fargo	18.5	AOR	Brill	750,000
41.	KUZZ-AF	Bkrsfield	18.4	C	Buck Owens	2,700,000
42.	WKSJ-AF	Mobile	18.3	C	Captl(Jnsn)	3,800,000
	WEAS-F	Savannah	18.3	B	Rivers	1,100,000
44.	WKSF-F	Asheville	18.1	CHR	Hrtge(Pola)	1,600,000
45.	WZOK-F	Rockford	18.0	CHR	-----	2,100,000
	WDAY-F	Fargo	18.0	CHR	-----	950,000
47.	WKML-F	Faytville	17.8	C	Beasley	1,800,000
48.	KMAJ-F	Topeka	17.7	AC	-----	NA
49.	WZFX-F	Faytville	17.6	B	Joyner	1,500,000
	KTTS-F	Springfie	17.6	C	Grt Empire	3,500,000
51.	WEAT-AF	West Palm	17.5	EZ	Taylor	2,800,000
	WITL-F	Lansing	17.5	C	-----	2,300,000
	WSBT	South Ben	17.5	MOR	-----	1,000,000
54.	WCMF-F	Rochester	17.4	AOR	Stoner	4,400,000
55.	KHAK-AF	Cedar Rpd	17.3	C	-----	1,400,000
56.	WLWI-F	Montgomer	17.2	C	Colonial	2,700,000
57.	WZEE-F	Madison	17.1	CHR	Midcontnt	2,300,000
58.	KGGO-F	Des Moine	17.0	AOR	Stoner	2,500,000
	KVOC	Casper	17.0	C	-----	425,000
60.	WIKS-F	Greenvill	16.9	B	-----	NA
61.	KRLB-F	Lubbock	16.7	CHR	Dowe	2,800,000
62.	WEZN-F	Brdgeport	16.6	AC	NewCity	4,400,000
	WJMI-F	Jackson	16.6	B	Holt	1,900,000
	KUGN-F	Eugene	16.6	C	-----	NA
	WPOR-AF	Portland	16.6	C	-----	2,500,000
66.	WCCO	Minneapol	16.4	MOR	-----	20,000,000
	WPXR-F	Davenport	16.4	CHR	Roth	850,000
	WMT	Cedar Rpd	16.4	MOR	-----	1,800,000
69.	WAMZ-F	Louisvill	16.3	C	Clear Chnl	3,800,000
70.	WVIC-F	Lansing	16.2	CHR	Goodrich	3,000,000
	WYNG-F	Evansvill	16.2	C	Pinnacle	1,500,000
72.	WLAP-F	Lexington	16.1	CHR	Trumper	2,300,000
73.	WNCI-F	Columbus,	16.0	CHR	Nationwide	6,100,000
	WAPL-F	Appleton	16.0	AOR	Woodward	2,000,000
	WGLF-F	Tallahass	16.0	AOR	-----	925,000
76.	WTIC	Hartford	15.9	MOR	Chase	10,000,000
	WTQR-F	Greensbor	15.9	C	NewMarket	4,400,000
	WKMQ-F	Rockford	15.9	AC	MdwestFmly	900,000
	WNBF	Binghamto	15.9	MOR	Stoner	1,300,000
80.	WWCT-F	Peoria	15.8	AOR	-----	1,050,000
	WNDU-F	South Ben	15.8	CHR	-----	1,600,000
	KZLS-F	Billings	15.8	CHR	-----	600,000
83.	WWDM-F	Columbia	15.7	B	-----	2,100,000
	WMSI-F	Jackson	15.7	C	-----	2,800,000
85.	WFBQ-F	Indy	15.6	AOR	GrtAmerican	8,200,000
	KZZU-F	Spokane	15.6	CHR	Olympia	1,600,000
	WRKR-F	Kalamazoo	15.6	AOR	-----	(new station)
88.	WDAF	Knsas Cty	15.5	C	GrtAmerican	5,300,000
	WFRG-AF	Utica-Rom	15.5	C	Arrow	600,000
90.	WCOS-F	Columbia,	15.4	C	-----	2,900,000
	WCHY-F	Savannah	15.4	C	Roth	1,700,000
92.	WDJX-AF	Louisvill	15.3	CHR	Stoner	1,900,000
	WGSY-F	Columbus,	15.3	AC	Woodfin	800,000
94.	WBLX-F	Mobile	15.2	B	Beasley	1,800,000
95.	WRBQ-AF	Tampa-St.	15.1	CHR	Edens	18,500,000
	WAYS-F	Macon	15.1	CHR	Multimedia	2,400,000
	WHWK-F	Binghamto	15.1	C	Stoner	1,400,000
	WZZQ-F	Terre Hau	15.1	AOR	ContmpMedia	NA
99.	KXXY-AF	Oklahoma	15.0	C	NewMarket	4,400,000

*Based on 1/4 HR AVG, Metro Share, Broadcast Week, 12+

AMERICA'S 500 MOST-LISTENED-TO RADIO STATIONS*

STATION	MARKET	1/4 HOUR AVG.	FORMAT	GROUP OWNER	SPG '88 RANK	ESTIMATED 1988 REVENUE
1. WHTZ-F	New York	1718	CHR	Malrite	1	20,500,000
2. WPAT-AF	New York	1640	EZ	Park	2	12,500,000
3. WLTW-F	New York	1501	AC	Viacom	8	19,300,000
4. WCBS-F	New York	1419	AC	CBS	10	17,900,000
5. WGN	Chicago	1389	N/T	Tribune Co.	6	33,300,000
6. WINS	New York	1308	N/T	Westinghouse	15	22,500,000
7. KPWR-F	Los Angeles	1278	CHR	Emmis	4	24,500,000
8. WNEW-F	New York	1249	AOR	Legacy	19	16,100,000
9. KOST-F	Los Angeles	1184	AC	Cox	23	23,000,000
10. WRKS-F	New York	1168	B	Summit	7	12,600,000
11. WQHT-F	New York	1153	CHR	Emmis	11	12,000,000
12. WOR	New York	1143	N/T	Buckley (P)	3	17,400,000
13. KIIS-AF	Los Angeles	1031	CHR	Gannett	5	25,000,000
14. WXRK-F	New York	1024	AOR	Infinity	18	14,400,000
15. WABC	New York	1001	N/T	Cap Cities/ABC	17	13,400,000
16. WNSR-F	New York	988	AC	Bonneville	30	13,100,000
17. WCBS	New York	955	N/T	CBS	20	18,000,000
18. WPLJ-F	New York	954	CHR	Cap Cities/ABC	9	16,000,000
KABC	Los Angeles	954	N/T	Cap Cities/ABC	17	33,000,000
20. KQLZ-F	Los Angeles	941	CHR	Westwood One	81	9,200,000
21. WJR	Detroit	922	MOR	Cap Cities/ABC	21	20,000,000
22. KMOX	St. Louis	884	N/T	CBS	16	20,500,000
23. WCCO	Minneapolis-St. Paul	847	MOR	--------	25	20,000,000
24. KLOS-F	Los Angeles	836	AOR	Cap Cities/ABC	22	17,300,000
25. KBIG-F	Los Angeles	828	AC	Bonneville	34	14,300,000
26. WBLS-F	New York	813	B	Inner City	12	13,600,000
27. WGCI-F	Chicago	798	B	Gannett	13	17,800,000
28. WFAN	New York	792	N/T	Emmis	45	10,600,000
29. WMMR-F	Philadelphia	783	AOR	Legacy	26	14,900,000
30. KGO	San Francisco	739	N/T	Cap Cities/ABC	24	19,500,000
KJOI-F	Los Angeles	739	EZ	Command	32	10,400,000
32. WBBM	Chicago	726	N/T	CBS	29	19,000,000
33. KNX	Los Angeles	707	N/T	CBS	37	18,800,000
34. KRTH-F	Los Angeles	706	AC	Beasley	27	21,300,000
35. WQCD-F	New York	703	J/NA	Tribune Co.	141	4,500,000
36. WYNY-F	New York	702	C	Westwood One	28	9,000,000
37. WUSL-F	Philadelphia	667	B	Tak	31	9,700,000
38. WSKQ-F	New York	654	SP	SBS	NA	NA
39. KDKA	Pittsburgh	650	MOR	Westinghouse	35	9,000,000
40. WEAZ-F	Philadelphia	646	EZ	--------	61	7,500,000
41. WBAP	Dallas-Ft. Worth	635	C	Cap Cities/ABC	47	10,800,000
42. WLUP-F	Chicago	623	AOR	Evergreen	39	13,000,000
43. KYW	Philadelphia	609	N/T	Westinghouse	42	14,000,000
44. WVAZ-F	Chicago	605	B	Broadcast Partners	111	5,000,000
45. WTTZ-F	Chicago	582	CHR	Cap Cities/ABC	86	6,300,000
46. WXEZ-AF	Chicago	579	EZ	Century	42	9,500,000
47. WEGX-F	Philadelphia	563	CHR	Malrite	36	7,000,000
48. WRBQ-AF	Tampa-St. Petersburg	557	CHR	Edens	40	18,500,000
49. WNEW	New York	556	BB	Westwood One/Legacy	88	7,400,000
50. WHQT-F	Miami-Ft. Lauderdale	553	B	EZ	432	3,400,000
51. WCKG-F	Chicago	552	AOR	Cox	48	7,000,000
52. KMJQ-F	Houston	548	B	Noble	56	10,500,000
53. WXKS-F	Boston	538	CHR	Pyramid	44	14,900,000
54. WZOU-F	Boston	532	CHR	Ardman	76	5,800,000
55. WDAF	Kansas City	530	C	Great American	79	5,300,000
WBBM-F	Chicago	530	CHR	CBS	77	6,000,000
57. KMEL-F	San Francisco	527	CHR	Century	59	8,800,000
WJLB-F	Detroit	527	B	Booth	49	10,200,000
59. KMPC	Los Angeles	526	BB	Golden West	80	12,800,000
60. WKQX-F	Chicago	523	AC	Emmis	115	5,900,000
61. KFWB	Los Angeles	518	N/T	Westinghouse	68	15,500,000
62. WLYF-F	Miami-Ft. Lauderdale	513	EZ	Jefferson-Pilot	73	5,300,000
KVIL-AF	Dallas-Ft. Worth	513	AC	Infinity	54	19,000,000
64. KILT-F	Houston	499	C	Legacy	94	9,000,000
65. WPEN	Philadelphia	496	BB	Greater Media	57	6,300,000
66. KTWV-F	Los Angeles	493	J/NA	Legacy	145	11,300,000
67. WYSP-F	Philadelphia	490	AOR	Infinity	51(T)	7,300,000
68. WRKO	Boston	489	N/T	Atlantic	51(T)	9,000,000
69. WAPW-F	Atlanta	483	CHR	Susquehanna	156	5,500,000
70. WFBQ-F	Indianapolis	477	AOR	Great American	66	8,200,000
71. WBZ	Boston	473	MOR	Westinghouse	55	12,000,000
72. WXTU-F	Philadelphia	470	C	Beasley	83	5,700,000
73. KCBS	San Francisco	466	N/T	CBS	46	14,500,000
74. KODJ-F	Los Angeles	465	AC	CBS	232	3,900,000
75. WBZZ-F	Pittsburgh	464	CHR	EZ	70	7,500,000
76. KROQ-F	Los Angeles	459	AOR	Infinity	38	13,500,000
77. WSB -F	Atlanta	453	AC	Cox	143	10,700,000

STATION	MARKET	1/4 HOUR AVG.	FORMAT	GROUP OWNER	SPG '88 RANK	1988 REVENUE
78. WMMS-F	Cleveland	449	AOR	Malrite	81	8,600,000
79. WIOQ-F	Philadelphia	446	CHR	EZ	242	2,800,000
80. KPLX-F	Dallas-Ft. Worth	442	C	Cap Cities/ABC	97	11,000,000
81. KSHE-F	St. Louis	439	AOR	Emmis	70	7,700,000
82. KTNQ	Los Angeles	432	SP	Heftel	33	9,600,000
83. KFI	Los Angeles	431	N/T	Cox	129	4,000,000
84. WIVK-AF	Knoxville	429	C	Dick	84	5,200,000
KNIX-AF	Phoenix	429	C	Buck Owens	78	11,600,000
87. KLOL-F	Houston	427	AOR	Rusk	128	6,500,000
88. KOIT-AF	San Francisco	425	AC	Bonneville	105	8,100,000
WJIB-F	Boston	425	EZ	Emmis	138	3,400,000
90. WSHH-F	Pittsburgh	423	EZ	Renda	141	3,000,000
91. WKSZ-F	Philadelphia	422	AC	--------	62	8,500,000
92. KABL-AF	San Francisco	421	EZ	Shamrock (Disney)	50	6,600,000
WBCN-F	Boston	421	AOR	Infinity	67	16,700,000
94. KSCS-F	Dallas-Ft. Worth	420	C	Cap Cities/ABC	121	6,900,000
WVEE-F	Atlanta	420	B	Summit	87	11,000,000
96. KIKK-F	Houston	415	C	Viacom	75	12,000,000
WWDB-F	Philadelphia	415	N/T	Panache	101	3,900,000
98. KNBR	San Francisco	414	MOR	Susquehanna	91	13,800,000
99. WMGK-F	Philadelphia	410	AC	Greater Media	120	8,300,000
100. WJJD	Chicago	407	BB	Infinity	131	3,800,000

101. KKDA-F	Dallas Ft	405
102. WJMK-F	Chicago	404
103. WMZQ-AF	Washingto	398
WLIT-F	Chicago	398
105. WPCH-F	Atlanta	396
106. WKHX-F	Atlanta	392
107. WTQR-F	Greensbor	390
108. WPGC-F	Washingto	387
109. WNCN-F	NewYork	385
110. KIRO	Seattle-t	384
WODS-F	Boston	384
112. WJOI-F	Detroit	382
113. WLW	Cincinnat	381
114. WDUV-F	Tampa-st.	380
115. WDVE-F	Pittsburg	379
116. WIOG-F	Saginaw-b	375
KJLH-F	Los Angel	375
118. KFRC	San Franc	374
119. WQXR-F	NewYork	372
120. KKBQ-AF	Houston	371
KTRH	Houston	371
KZLA-F	Los Angel	371
WUSN-F	Chicago	371
124. KWKW	Los Angel	368
125. WBAL	Baltimore	359
126. WGAY-F	Washingto	357
127. WYNF-F	Tampa-st.	355
128. WALK-AF	NewYork	354
WOGL-F	Philadelp	354
130. WADO	NewYork	351
WXRT-F	Chicago	351
132. WNCI-F	Columbus,	350
WWSW-F	Pittsburg	350
134. WTIC	Hartford	349
135. KLVE-F	Los Angel	347
136. KQRS-AF	Minneapol	345
KLSX-F	Los Angel	345
WSSH-F	Boston	345
139. WSOC-F	Charlotte	344
140. WZZK-AF	Brmngham	343
141. KODA-F	Houston	342
142. KIOI-F	San Franc	339
WTIC-F	Hartford	339
144. WTMJ	Milwaukee	337
WTMX-F	Chicago	337
WLUP	Chicago	337
147. WLTE-F	Minneapol	335
148. WYHY-F	Nashville	334
KRBE-F	Houston	334
150. KSTP-F	Minneapol	332
WLIF-F	Baltimore	332
152. WFOX-F	Atlanta	330
153. KEZK-F	St. louis	327
154. WDAS-F	Philadelp	325
155. WKRQ-F	Cincinnat	321
156. WPRO-F	Providenc	319
WDFX-F	Detroit	319
WSB	Atlanta	319
159. WLS	Chicago	318
WKLS-F	Atlanta	318
161. WAVA-F	Washingto	317
162. WHUD-F	NewYork	316
163. WWJ	Detroit	312
164. WEAT-AF	West palm	309
WWWW-F	Detroit	309
WZLX-F	Boston	309
167. WCAU	Philadelp	307
WMJX-F	Boston	307
169. WMXJ-F	Miami-ft.	306
WFMS-F	Indy	306
171. KPLZ-F	Seattle-t	304
WCZY-F	Detroit	304
173. WSSP-F	Orlando	303
WMAL	Washingto	303
WHDH	Boston	303
176. WSM -F	Nashville	302
177. WWKA-F	Orlando	301
178. WLLZ-F	Detroit	300
WYAY-F	Atlanta	300
180. WRCH-F	Hartford	299
WNUA-F	Chicago	299
182. WCSX-F	Detroit	298
183. KSAN-F	San Franc	297
184. KSSN-F	Little ro	295
185. WMJI-F	Cleveland	294
186. WLTF-F	Cleveland	292
187. WAMZ-F	Louisvill	291
KRLD	Dallas Ft	291
WRIF-F	Detroit	291
190. WRQX-F	Washingto	290
WNCX-F	Cleveland	290
KEGL-F	Dallas Ft	290
WLIB	NewYork	290
194. WCMF-F	Rochester	289
195. WQYK-F	Tampa-st.	288
196. WHYT-F	Detroit	287
197. KXXY-AF	Oklahoma	286
WIOD	Miami-ft.	286
199. WLOL-F	Minneapol	284
200. WKYS-F	Washingto	283
201. WXYV-F	Baltimore	282
WPOC-F	Baltimore	282
KFAC-F	Los Angel	282
204. WAFX-F	Norfolk	281
WHYI-F	Miami-ft.	281
206. WPOW-F	Miami-ft.	280
WEBN-F	Cincinnat	280
208. WEZN-F	NewYork	279
WNIC-F	Detroit	279
210. WDOK-F	Cleveland	278
211. WWRM-F	Tampa-st.	277
KXKL-F	Denver	277
KXKL-AF	Denver	277
214. WWMX-F	Baltimore	276
KZZP-F	Phoenix	276
KZZP-AF	Phoenix	276
WKJY-F	NewYork	276
218. WEZB-F	NewOrlean	274
WWRL	NewYork	274
220. WWDM-F	Columbia,	272
KEEY-F	Minneapol	272
WZPL-F	Indy	272
223. KRQR-F	San Franc	270
224. WKBQ-F	St. louis	269
KOA	Denver	269
226. WDJX-AF	Louisvill	268
WQAL-F	Cleveland	268
228. WOKI-F	Knoxville	267
KDWB-F	Minneapol	267
230. KUBE-F	Seattle-t	265
WWDC-F	Washingto	265
KHYI-F	Dallas Ft	265
233. WKTI-F	Milwaukee	264
234. WHJY-F	Providenc	263
WMAQ	Chicago	263
236. WLYF-F	West palm	262
WMJY-F	Boston	262
238. WIYY-F	Baltimore	261
239. WHRK-F	Memphis	260
WLTI-F	Detroit	260
241. KDAY	Los Angel	259
WFYR-F	Chicago	259
WGNA-F	ALBANY	259
244. WSNI-F	Philadelp	257
245. CKLW	Detroit	256
KBCO-AF	Denver	256
247. WKDF-F	Nashville	254
248. WTOP	Washingto	252
WCXR-F	Washingto	252
250. KJMZ-F	Dallas Ft	251
WFLN-F	Philadelp	251
252. KLAC	Los Angel	249
253. WYNK-AF	Btn Rouge	248
WIL -F	St. louis	248
KMEZ-F	Dallas Ft	248
WXYT	Detroit	248
257. WXLK-F	Roanoke-l	247
WASH-F	Washingto	247
259. WZGC-F	Atlanta	246
260. KQQL-F	Minneapol	244
261. WQUE-AF	NewOrlean	243
WBSB-F	Baltimore	243
KXXX-F	San Franc	243
264. WLKW-F	Boston	242
265. WLKW-F	Providenc	241
266. KFBK	Sacrament	240
WQBA	Miami-ft.	240
WIBC	Indy	240
WWYZ-F	Hartford	240
WROR-F	Boston	240
WPYX-F	ALBANY	240
272. KRAK-F	Sacrament	239
KOMO	Seattle-t	239
274. WCMS-AF	Norfolk	238
WZAK-F	Cleveland	238
KKGO-AF	Los Angel	238
277. KITS-F	San Franc	237
278. WEEI	Boston	236
279. KFAB	Omaha	235
WROW-F	ALBANY	235
281. KBRD-F	Seattle-t	234
KRQQ-F	Tucson	234
KLTR-F	Houston	234
KTAR	Phoenix	234
285. KLOU-F	St. louis	233
KSOL-F	San Franc	233
KUPD-F	Phoenix	233
288. WVLK-F	Lexington	232
KMPS-AF	Seattle-t	232
290. WAMO-F	Pittsburg	231
291. WBLI-F	NewYork	229
292. KSFO	San Franc	227
KAZY-F	Denver	227
294. KQUE-F	Houston	226
295. WHTQ-F	Orlando	225
KMJM-F	St. louis	225
297. WJHM-F	Orlando	224
WGAR-F	Cleveland	224
299. WESC-F	Greenvill	221
WPHR-F	Cleveland	221

	WBLI-F	Nassau	221
	WKLR-F	Indy	221
	WOJO-F	Chicago	221
304.	KASE-F	Austin	220
	WJYE-F	Buffalo-n	220
	KRXY-F	Denver	220
	KRXY-AF	Denver	220
308.	WDSY-F	Pittsburg	219
309.	WMSI-F	Jackson	217
	KBAY-F	San Franc	217
	KACE-F	Los Angel	217
312.	KBEQ-AF	Knsas Cty	216
	KSD -F	St. louis	216
314.	WHUR-F	Washingto	215
	KTXQ-F	Dallas Ft	215
316.	WCKZ-AF	Charlotte	214
	WMIL-F	Milwaukee	214
	WDRC-F	Hartford	214
319.	WQIK-F	Jacksonvi	213
	WJMH-F	Greensbor	213
	WBAB-F	NewYork	213
	KYGO-F	Denver	213
323.	WKCI-F	New haven	212
	WGR -F	Buffalo-n	212
325.	WENN-F	Brmngham	211
	KOSI-F	Denver	211
327.	KKYX	San anton	210
	WPOG-F	Norfolk	210
	WGTR-F	Miami-ft.	210
	WCMQ-F	Miami-ft.	210
	WAQI	Miami-ft.	210
	WLTJ-F	Pittsburg	210
333.	WSKZ-F	Chtnooga	209
	WPLZ-F	Tampa-st.	209
	WAAF-F	Boston	209
336.	WRAL-F	Raleigh	208
	WYLD-F	NewOrlean	208
	KBAY-F	San jose	208
339.	KCYY-F	San anton	206
	WNLT-F	Tampa-st.	206
341.	WMEE-F	Fort wayn	205
	WGKX-F	Memphis	205
	WKRR-F	Greensbor	205
	KLUV-F	Dallas Ft	205
	WMCA	NewYork	205
346.	WBLX-F	Mobile	204
	WCOS-F	Columbia,	204
348.	WBBQ-AF	Augusta	203
	KMEO-AF	Phoenix	203
	WSIX-F	Nashville	203
	WSNY-F	Columbus,	203
	KBLX-F	San Franc	203
353.	WHO	Des moine	202
	WJQY-F	Miami-ft.	202
355.	WBAB-F	Nassau	201
356.	WLW	Dayton	200
	KFMK-F	Houston	200
	KDFC-AF	San Franc	200
359.	WRMF-F	West palm	199
	WMJQ-F	Buffalo-n	199
	KKSF-F	San Franc	199
362.	WXTR-F	Washingto	198
	KDUO-F	Riverside	198
364.	WKIS-F	Miami-ft.	197
	WSKQ	NewYork	197
366.	WMYI-F	Greenvill	196
	KISW-F	Seattle-t	196
	WUSA-F	Tampa-st.	196
	WKDD-F	Cleveland	196
	WWWE	Cleveland	196
371.	WRVA	Richmond	195
	WHAS	Louisvill	195
	WIOG-F	Detroit	195
374.	KKRZ-F	Portland,	194
	WBJW-AF	Orlando	194
	KOME-F	San Franc	194
377.	WPEG-F	Charlotte	193
	KOAI-F	Dallas Ft	193
379.	KBFM-F	MC-BROWN	191
	WAPE-AF	Jacksonvi	191
	WAXY-F	Miami-ft.	191
	KNAC-F	Los Angel	191
	KQKS-F	Denver	191
	WFMT-F	Chicago	191
385.	WXBQ-F	John city	190
	WSTF-F	Orlando	190
387.	WYRK-F	Buffalo-n	189
	KYKY-F	St. louis	189
	KZFX-F	Houston	189
	WOMC-F	Detroit	189
	WPLM-F	Boston	189
	WPLM-AF	Boston	189
	WGY	ALBANY	189
394.	WHQT-F	West palm	188
	KMOD-F	Tulsa	188
	WKSE-F	Buffalo-n	188
	WFMZ-F	Philadelp	188
	WWEZ-F	Cincinnat	188
399.	WSTO-F	Evansvill	187
	WNCE-F	York	187
	WNCE-F	Harrisbur	187
	WNNK-F	Harrisbur	187
	WRMF-F	Miami-ft.	187
	WLVQ-F	Columbus,	187
405.	WHOT-AF	Youngstow	186
	KFKF-AF	Knsas Cty	186
	WLTT-F	Washingto	186
	KGGI-F	Riverside	186
	WDRE-F	NewYork	186
410.	KKCW-F	Portland,	185
	KFOG-F	San Franc	185
	WEKS-F	Atlanta	185
413.	WJMI-F	Jackson	184
	WPXY-F	Rochester	184
	WRMR	Cleveland	184
	WPXY-AF	Rochester	184
417.	KCMO	Knsas Cty	183
418.	KXYQ-F	Portland,	182
	WOCL-F	Orlando	182
	WIOT-F	Toledo	182
421.	KCTC-F	Sacrament	181
	KKHT-F	Houston	181
	KQZY-F	Dallas Ft	181
	KQLZ-F	Riverside	181
	WKCI-F	Hartford	181
426.	WAPL-F	Green bay	180
	WRDU-F	Raleigh	180
	KSFM-F	San Franc	180
429.	WNNK-F	York	179
	WLTS-F	NewOrlean	179
	WRKZ-F	Harrisbur	179
	WMYG-F	Pittsburg	179
433.	WEZN-F	New haven	178
	KQKQ-F	Omaha	178
	KOME-F	San jose	178
	KKHI-AF	San Franc	178
437.	WANS-F	Greenvill	177
	WLZR-AF	Milwaukee	177
	KRLA	Los Angel	177
440.	WNDU-F	South ben	176
	WRKZ-F	York	176
	KXRX-F	Seattle-t	176
	WINZ	Miami-ft.	176
	KKAT-F	Salt lake	176
	KSKQ	Los Angel	176
446.	WSSL-F	Greenvill	175
	KSOP-AF	Salt lake	175
	WOKY	Milwaukee	175
449.	KSMB-F	Lafayette	174
	WDEN-AF	Macon	174
	WDIA	Memphis	174
	KYYS-F	Knsas Cty	174
	KMBR-F	Knsas Cty	174
	KRAK	San Franc	174
455.	WMXJ-F	West palm	173
	KZPS-F	Dallas Ft	173
	WJZZ-F	Detroit	173
	WWNK-F	Cincinnat	173
459.	WIXX-F	Green bay	172
	WKRZ-F	Wilkes ba	172
	WBUF-F	Buffalo-n	172
462.	WHOK-F	Columbus,	171
463.	KSFM-F	Sacrament	170
	WVOR-F	Rochester	170
	WITL-F	Lansing	170
	WOFX-F	Cincinnat	170
467.	WQUT-F	John city	169
	KLTY-F	Dallas Ft	169
	WROQ-F	Charlotte	169
	WLVK-F	Charlotte	169
	KBTS-F	Austin	169
	WWLI-F	Providenc	169
	WVBF-F	Boston	169
474.	WLAP-F	Lexington	168
	WKML-F	Faytville	168
	WTRG-F	Raleigh	168
	WMJJ-F	Brmngham	168
	WHKO-F	Dayton	168
	WTVN	Columbus,	168
	KXXR-F	Knsas Cty	168
	WLUM-F	Milwaukee	168
482.	KUPL-F	Portland,	167
	WEGR-F	Memphis	167
	KJJO-F	Minneapol	167
485.	WQBE-F	Chrlston	166
	KWEN-F	Tulsa	166
	WNVZ-F	Norfolk	166
	WRVQ-F	Richmond	166
	WGMS-AF	Washingto	166
	KWSS-F	San Franc	166
	KKLT-F	Phoenix	166
	KRTH	Los Angel	166
493.	WFLA	Tampa-st.	165
	KLDE-F	Houston	165
495.	KJYO-F	Oklahoma	164
	WKLH-F	Milwaukee	164
	WPME-F	NewYork	164
	WHCN-F	Hartford	164
499.	WTCR-AF	Huntingto	163
	WIP	Philadelp	163

*Based on 12+ TSA 1/4 HR AVG, Broadcast Week

AMERICA'S LEADING STATIONS - 12+ TSA CUME*

1.	WINS	NewYork	27917
2.	WHTZ-F	NewYork	26051
3.	WPLJ-F	NewYork	21236
4.	KIIS-AF	Los Angel	21183
5.	WCBS-F	NewYork	21076
6.	WCBS	NewYork	19695
7.	WLTW-F	NewYork	19383
8.	WPAT-AF	NewYork	19131
9.	KPWR-F	Los Angel	18248
10.	KOST-F	Los Angel	17589
11.	WGN	Chicago	17053
12.	WNEW-F	NewYork	16904
13.	WFAN	NewYork	16590
14.	WXRK-F	NewYork	16286
15.	WQHT-F	NewYork	15959
16.	WNSR-F	NewYork	15915
17.	WABC	NewYork	15305
18.	WRKS-F	NewYork	15285
19.	KNX	Los Angel	15052
20.	WBBM	Chicago	14849
21.	KQLZ-F	Los Angel	14510
22.	WOR	NewYork	14337
23.	WBLS-F	NewYork	13685
24.	KABC	Los Angel	13265
25.	KLOS-F	Los Angel	12481
26.	KRTH-F	Los Angel	12328
27.	KFWB	Los Angel	12310
28.	KYW	Philadelp	12295
29.	WJR	Detroit	12055
30.	KBIG-F	Los Angel	11800
31.	WMMR-F	Philadelp	11126
32.	WYNY-F	NewYork	10949
33.	WQCD-F	NewYork	10678
34.	WCCO	Minneapoi	10638
35.	KGO	San Franc	10582
36.	WBBM-F	Chicago	10554
37.	WEGX-F	Philadelp	10212
38.	WYTZ-F	Chicago	10002
39.	KMOX	St. louis	9349
40.	KJOI-F	Los Angel	9266
41.	WKQX-F.	Chicago	9210
42.	WLUP-F	Chicago	9177
43.	WGCI-F	Chicago	9119
44.	KTWV-F	Los Angel	8981
45.	KCBS	San Franc	8944
46.	WYSP-F	Philadelp	8861
47.	WEAZ-F	Philadelp	8679
48.	KMEL-F	San Franc	8573
49.	WZOU-F	Boston	8441
50.	KDKA	Pittsburg	8435
51.	WCKG-F	Chicago	8426
52.	KMPC	Los Angel	8311
53.	KODJ-F	Los Angel	8208
54.	KNBR	San Franc	8167
55.	KFI	Los Angel	8005
56.	WXKS-F	Boston	7993
57.	WBAP	Dallas Ft	7874
58.	WNEW	NewYork	7858
59.	WIOQ-F	Philadelp	7801
60.	KLSX-F	Los Angel	7755
61.	WJMK-F	Chicago	7746
62.	KROQ-F	Los Angel	7724
63.	WXEZ-AF	Chicago	7463
64.	WUSL-F	Philadelp	7291
65.	WVAZ-F	Chicago	7118
66.	WBZ	Boston	7078
67.	WQXR-F	NewYork	6975
68.	WCZY-F	Detroit	6966
69.	KOIT-AF	San Franc	6891
70.	WNCN-F	NewYork	6810
71.	WMAQ	Chicago	6784
72.	WMGK-F	Philadelp	6758
73.	WHYT-F	Detroit	6749
74.	WODS-F	Boston	6726
75.	WRBQ-AF	Tampa-st.	6677
76.	KKBQ-AF	Houston	6675
77.	WBZZ-F	Pittsburg	6659
78.	KRBE-F	Houston	6427
79.	WBCN-F	Boston	6373
80.	WXTU-F	Philadelp	6372
81.	KILT-F	Houston	6273
82.	WCAU	Philadelp	6245
83.	KTRH	Houston	6146
84.	KIRO	Seattle-t	6112
85.	WAVA-F	Washingto	6098
86.	WLS	Chicago	6052
87.	WRKO	Boston	6002
88.	WLUP	Chicago	5999
89.	WSB -F	Atlanta	5998
90.	WOGL-F	Philadelp	5977
91.	WFYR-F	Chicago	5899
92.	WAPW-F	Atlanta	5884
93.	WKSZ-F	Philadelp	5864
94.	WMMS-F	Cleveland	5858
95.	WWDC-F	Washingto	5827
96.	KIOI-F	San Franc	5783
97.	KLAC	Los Angel	5772
98.	WJLB-F	Detroit	5770
99.	KPLX-F	Dallas Ft	5762
100.	WTMX-F	Chicago	5733
101.	KIKK-F	Houston	5731
102.	WRIF-F	Detroit	5729
103.	WWJ	Detroit	5727
104.	KSCS-F	Dallas Ft	5676
105.	WDFX-F	Detroit	5653
106.	WRQX-F	Washingto	5634
107.	KZLA-F	Los Angel	5599
108.	KJLH-F	Los Angel	5572
109.	WLLZ-F	Detroit	5565
110.	WTOP	Washingto	5542
111.	KFRC	San Franc	5518
112.	KEGL-F	Dallas Ft	5497
113.	WLOL-F	Minneapol	5449
114.	KLOL-F	Houston	5431
115.	KRLD	Dallas Ft	5414
116.	WNIC-F	Detroit	5404
117.	KSHE-F	St. louis	5389
118.	KFAC-F	Los Angel	5362
119.	KABL-AF	San Franc	5340
120.	KVIL-AF	Dallas Ft	5323
121.	WSNI-F	Philadelp	5244
122.	WUSN-F	Chicago	5243
123.	KXXX-F	San Franc	5242
124.	WMJX-F	Boston	5202
125.	KSFO	San Franc	5194
126.	WLIT-F	Chicago	5182
127.	KQRS-AF	Minneapol	5161
128.	WKLS-F	Atlanta	5131
129.	WLW	Cincinnat	5124
130.	WLTF-F	Cleveland	5086
131.	WJIB-F	Boston	5072
132.	WZLX-F	Boston	5057
133.	WHQT-F	Miami-ft.	5053
134.	WROR-F	Boston	5025
135.	WDAF	Knsas Cty	5013
136.	WDVE-F	Pittsburg	5011
137.	WPGC-F	Washingto	4990
138.	WNUA-F	Chicago	4986
139.	WSSH-F	Boston	4974
140.	KHYI-F	Dallas Ft	4966
141.	WBAL	Baltimore	4936
142.	WFOX-F	Atlanta	4924
143.	KLVE-F	Los Angel	4915
144.	WMZQ-AF	Washingto	4891
145.	KTWQ	Los Angel	4882
146.	WFBQ-F	Indy	4877
147.	WWDB-F	Philadelp	4865
148.	WTIC-F	Hartford	4860
149.	WMCA	NewYork	4849
150.	KPLZ-F	Seattle-t	4836

*Based on 12+ TSA Cume, Broadcast Week

151.	WGAY-F	Washingto	4806
	WCSX-F	Detroit	4806
153.	WPEN	Philadelp	4766
	WSKQ-F	NewYork	4766
155.	WJJD	Chicago	4731
156.	WSB	Atlanta	4724
157.	WLYF-F	Miami-ft.	4719
158.	KRQR-F	San Franc	4699
159.	KMJQ-F	Houston	4692
160.	WEEI	Boston	4677
161.	KDWB-F	Minneapol	4653
162.	WHYI-F	Miami-ft.	4636
163.	WJOI-F	Detroit	4582
164.	WMJI-F	Cleveland	4572
165.	WPCH-F	Atlanta	4569
166.	KSOL-F	San Franc	4563
167.	KNIX-AF	Phoenix	4561
168.	KKDA-F	Dallas Ft	4558
169.	WKHX-F	Atlanta	4552
170.	KUBE-F	Seattle-t	4530
171.	WNCI-F	Columbus,	4529
172.	WXRT-F	Chicago	4519
173.	WWSW-F	Pittsburg	4505
174.	WLTE-F	Minneapol	4482
175.	WKRQ-F	Cincinnat	4472
176.	KSAN-F	San Franc	4455
177.	WCXR-F	Washingto	4444
178.	WSHH-F	Pittsburg	4427
179.	WALK-AF	NewYork	4349
180.	KOA	Denver	4345
181.	WTIC	Hartford	4341
182.	KSTP-F	Minneapol	4311
183.	KRLA	Los Angel	4293
184.	WKBQ-F	St. louis	4262
185.	WDAS-F	Philadelp	4258
186.	WTMJ	Milwaukee	4249
187.	WEZN-F	NewYork	4246
188.	WVEE-F	Atlanta	4241
189.	KZZP-AF	Phoenix	4200
190.	KKGO-AF	Los Angel	4195
191.	WPRO-F	Providenc	4183
192.	WLTI-F	Detroit	4165
193.	WHDH	Boston	4159
194.	KODA-F	Houston	4153
195.	WZPL-F	Indy	4123
196.	WMAL	Washingto	4110
197.	WWRM-F	Tampa-st.	4057
198.	WWWW-F	Detroit	4035
199.	WTQR-F	Greensbor	4024
200.	WKTI-F	Milwaukee	4023
201.	KOMO	Seattle-t	4008
202.	WIVK-AF	Knoxville	3983
203.	WBSB-F	Baltimore	3971
204.	KTXQ-F	Dallas Ft	3970
205.	WFLN-F	Philadelp	3962
206.	WASH-F	Washingto	3951
207.	KJMZ-F	Dallas Ft	3933
208.	KXKL-AF	Denver	3918
209.	WZZK-AF	Brmngham	3917
	WLIB	NewYork	3917
211.	WYHY-F	Nashville	3891
212.	WPOW-F	Miami-ft.	3890
213.	WIOG-F	Saginaw-b	3886
214.	WAAF-F	Boston	3840
215.	WBJW-AF	Orlando	3837
216.	WIP	Philadelp	3824
217.	WPHR-F	Cleveland	3819
218.	WDOK-F	Cleveland	3810
219.	WHUR-F	Washingto	3807
220.	KDAY	Los Angel	3806
221.	WYNF-F	Tampa-st.	3803
222.	KLOU-F	St. louis	3802
223.	WMXJ-F	Miami-ft.	3799
224.	WWWE	Cleveland	3796
225.	WZGC-F	Atlanta	3788
226.	WQXI-AF	Atlanta	3764
227.	KDFC-AF	San Franc	3760
228.	WOMC-F	Detroit	3758
229.	KFOG-F	San Franc	3749
230.	WYAY-F	Atlanta	3716
231.	KITS-F	San Franc	3701
232.	KEZK-F	St. louis	3692
233.	WEZB-F	NewOrlean	3690
234.	KLTR-F	Houston	3666
235.	WWMX-F	Baltimore	3657
236.	WFMT-F	Chicago	3656
237.	WBAB-F	NewYork	3642
238.	WHUD-F	NewYork	3631
239.	WXTR-F	Washingto	3581
240.	KKSF-F	San Franc	3571
241.	WSOC-F	Charlotte	3568
242.	WLTT-F	Washingto	3563
243.	WLIF-F	Baltimore	3541
244.	KLUV-F	Dallas Ft	3537
245.	WKYS-F	Washingto	3524
246.	KBEQ-AF	Knsas Cty	3521
247.	KWKW	Los Angel	3516
248.	WRCH-F	Hartford	3498
249.	KLDE-F	Houston	3496
	KACE-F	Los Angel	3496
251.	KKHT-F	Houston	3480
252.	WEBN-F	Cincinnat	3464
253.	WQUE-AF	NewOrlean	3435
254.	WNCX-F	Cleveland	3422
255.	WDRC-F	Hartford	3420
256.	WKSS-F	Hartford	3407
257.	KSD -F	St. louis	3375
	KTAR	Phoenix	3375
259.	KRXY-AF	Denver	3370
260.	WIOD	Miami-ft.	3369
261.	KLXK-F	Minneapol	3365
262.	WWRL	NewYork	3354
263.	WDUV-F	Tampa-st.	3346
	WIYY-F	Baltimore	3346
265.	WSM -F	Nashville	3341
	KQQL-F	Minneapol	3341
267.	KBLX-F	San Franc	3320
268.	KSFM-F	San Franc	3307
269.	WAXY-F	Miami-ft.	3290
270.	WQAL-F	Cleveland	3289
271.	WNIB-F	Chicago	3288
272.	WWKA-F	Orlando	3286
273.	WBLI-F	NewYork	3262
274.	WEAT-AF	West palm	3251
275.	WOKI-F	Knoxville	3236
276.	WADO	NewYork	3235
277.	KQKS-F	Denver	3225
278.	WBAB-F	Nassau	3217
279.	WKDD-F	Cleveland	3214
280.	WIL -F	St. louis	3201
281.	WMJQ-F	Buffalo-n	3199
282.	KRTH	Los Angel	3185
	KNAC-F	Los Angel	3185
284.	WDJX-AF	Louisvill	3178
285.	KKRZ-F	Portland,	3170
286.	WGTR-F	Miami-ft.	3163
287.	KFMK-F	Houston	3161
288.	KWSS-F	San Franc	3149
289.	KYKY-F	St. louis	3145
290.	WFMS-F	Indy	3139
291.	KZPS-F	Dallas Ft	3136
292.	KZFX-F	Houston	3115
293.	WHAS	Louisvill	3112
294.	KEEY-F	Minneapol	3103
295.	WDRE-F	NewYork	3095
296.	WAMZ-F	Louisvill	3087
297.	KSFM-F	Sacrament	3075
298.	KSSN-F	Little ro	3070
	WQYK-F	Tampa-st.	3070
300.	KYA -F	San Franc	3069
	CKLW	Detroit	3069
302.	WKLR-F	Indy	3059
303.	WPOC-F	Baltimore	3058
304.	WXYT	Detroit	3057
305.	KOY -F	Phoenix	3045
306.	WHJY-F	Boston	3041
307.	WXYV-F	Baltimore	3033
308.	WKDF-F	Nashville	3025
309.	WBLI-F	Nassau	3018
310.	WKSE-F	Buffalo	3005

AMERICA'S LEADING STATIONS - METRO CUME RATING* (30.0+)

1.	KTRS-F	Casper	59.3
2.	WIXX-F	Green Bay	49.0
3.	WIVK-AF	Knoxville	47.5
4.	WBBQ-AF	Augusta	46.7
5.	WMEE-F	Fort Wayne	45.1
6.	WBNQ-F	Bloomington	44.1
7.	WOMP-F	Wheeling	42.1
	WJBC	Bloomington	42.1
9.	WIOG-F	Saginaw-Bay City-Mid	41.9
10.	WAAL-F	Binghamton	41.4
11.	KWTO-F	Springfield, MO	41.2
12.	WJET-F	Erie	41.1
13.	WTCR-AF	Huntington, WV	41.0
14.	KBFM-F	Mcallen-Brownsville	40.3
15.	WSTO-F	Evansville	40.0
16.	KMOX	St. Louis	39.9
17.	WTHI-F	Terre Haute	39.8
18.	KRLB-F	Lubbock	39.5
	WKFR-F	Kalamazoo	39.5
20.	KFMW-F	Waterloo-Cedar Falls	39.4
21.	KSMB-F	Lafayette, LA	38.6
22.	WZEE-F	Madison	38.4
23.	WNNK-F	Harrisburg	38.3
24.	WCCO	Minneapolis-St. Paul	38.1
25.	WWNC	Asheville	38.0
26.	WDAY-F	Fargo	37.6
	KOKZ-F	Waterloo-Cedar Falls	37.6
	WIKY-F	Evansville	37.6
29.	WVIC-F	Lansing	37.5
30.	WNDU-F	South Bend	37.4
31.	WZOK-F	Rockford	37.2
32.	WQUT-F	John City-Kingsport	37.0
	KRQQ-F	Tucson	37.0
34.	KQMQ-AF	Honolulu	36.9
35.	KSSN-F	Little Rock	36.7
36.	KQKQ-F	Omaha	36.6
37.	WKSF-F	Asheville	36.2
38.	WZYP-F	Huntsville	34.7
	WPXR-F	Davenport-Ri-Moline	34.7
40.	WAYS-F	Macon	34.5
41.	WKEE-F	Huntington, WV	34.4
42.	WLAP-F	Lexington	34.1
43.	WXLK-F	Roanoke-Lynchburg	34.0
44.	KTTS-F	Springfield, MO	33.9
45.	WHOT-AF	Youngstown	33.8
	KUZZ-AF	Bakersfield	33.8
47.	WKZW-F	Peoria	33.7
	KDKA	Pittsburgh	33.7
49.	WTIC	Hartford	33.6
50.	WVLK-F	Lexington	33.2
51.	KWTX-F	Waco	33.1
52.	WVSR-F	Charleston, WV	33.0
53.	KYYA-F	Billings	32.9
	WKCI-F	New Haven	32.9
55.	WLWI-F	Montgomery	32.8
56.	WHHY-AF	Montgomery	32.7
	KZFM-F	Corpus Christi	32.7
58.	KCCY-F	Pueblo	32.6
	WKRZ-F	Wilkes Barre-Scranto	32.6
60.	WEZN-F	Bridgeport	32.5
61.	WGLF-F	Tallahassee	32.3
62.	KZLS-F	Billings	32.2
63.	WQSM-F	Fayetteville, NC	32.0
64.	WRBQ-AF	Tampa-St. Petersburg	31.8
65.	WCOS-F	Columbia, SC	31.6
	WPRR-F	Altoona	31.6
67.	WYYY-F	Syracuse	31.4
68.	KZZU-F	Spokane	31.2
	KQIZ-F	Amarillo	31.2
	WAYV-F	Atlantic City	31.2
	WROK	Rockford	31.2
	WPRO-F	Providence	31.2
73.	WIOG-F	Flint	31.1
	WSSP-F	Melbourne-Titusville	31.1
75.	WNCI-F	Columbus, OH	30.8
76.	WZZK-AF	Birmingham	30.7
	WNTQ-F	Syracuse	30.7
	WTIC-F	Hartford	30.7
79.	WSKZ-F	Chattanooga	30.5
80.	WKSJ-AF	Mobile	30.3
	WVBS-F	Wilmington, NC	30.3
82.	WQBE-F	Charleston, WV	30.2
	WGIR-F	Manchester	30.2
84.	WCRZ-F	Flint	30.1
85.	WDEN-AF	Macon	30.0
	WZFX-F	Fayetteville, NC	30.0
	WICC	Bridgeport	30.0

*Based on 12+ Metro Cume Rating, Mon-Sun, 6A-Mid.

AMERICA'S LEADING STATIONS BY FORMAT*

1/4 HOUR AVERAGE

TOP 40/CHR/CONTEMP

1.	WHTZ-F	NewYork	1652
2.	KPWR-F	Los Angel	1184
3.	WQHT-F	NewYork	1097
4.	WPLJ-F	NewYork	865
5.	KIIS-AF	Los Angel	863
6.	KQLZ-F	Los Angel	721
7.	WYTZ-F	Chicago	560
8.	WBBM-F	Chicago	520
9.	WRBQ-AF	Tampa-st.	490
10.	WEGX-F	Philadelp	484
11.	KMEL-F	San Franc	479
12.	WXKS-F	Boston	459
13.	WZOU-F	Boston	394
14.	WIOQ-F	Philadelp	385
15.	WBZZ-F	Pittsburg	365
	WAPW-F	Atlanta	365
17.	KKBQ-AF	Houston	363
18.	WPGC-F	Washingto	346
19.	WPRO-F	Providenc	315
20.	KKLQ-AF	SanDiego	307
21.	KRBE-F	Houston	301
22.	WDFX-F	Detroit	300
23.	WNCI-F	Columbus,	285
	WCZY-F	Detroit	285
25.	WPOW-F	Miami-ft.	268
26.	WHYT-F	Detroit	254
27.	KEGL-F	Dallas Ft	253
28.	WHYI-F	Miami-ft.	252
	WAVA-F	Washingto	252
30.	WEZB-F	NewOrlean	250
31.	KUBE-F	Seattle-t	249
32.	WLOL-F	Minneapol	248
33.	WKTI-F	Milwaukee	247
34.	KPLZ-F	Seattle-t	246
35.	KHYI-F	Dallas Ft	245
36.	KDWB-F	Minneapol	240
37.	WTIC-F	Hartford	237
38.	KXXX-F	San Franc	236
39.	WKBQ-F	St. louis	229
40.	WKRQ-F	Cincinnat	228
41.	WRQX-F	Washingto	227
42.	KZZP-AF	Phoenix	225
43.	WBLI-F	NewYork	222
44.	WBLI-F	Nassau	221
45.	WBSB-F	Baltimore	216
46.	KRQQ-F	Tucson	208
47.	KRXY-AF	Denver	205

AOR/CLASSIC

1.	WNEW-F	NewYork	1164
2.	WXRK-F	NewYork	931
3.	KLOS-F	Los Angel	626
4.	WLUP-F	Chicago	609
5.	WMMR-F	Philadelp	551
6.	WCKG-F	Chicago	516
7.	KROQ-F	Los Angel	390
8.	KLOL-F	Houston	383
9.	KSHE-F	St. louis	363
10.	WYSP-F	Philadelp	356
11.	WMMS-F	Cleveland	350
12.	WBCN-F	Boston	348
13.	WXRT-F	Chicago	343
14.	KGB -F	SanDiego	308
15.	KQRS-AF	Minneapol	301
16.	KLSX-F	Los Angel	294
17.	WLLZ-F	Detroit	276
18.	WDVE-F	Pittsburg	264
	WCSX-F	Detroit	264
20.	KRQR-F	San Franc	258
21.	WCMF-F	Rochester	257
22.	WRIF-F	Detroit	254
23.	WIYY-F	Baltimore	243
24.	KBCO-AF	Denver	242
25.	WAFX-F	Norfolk	240
	WHJY-F	Providenc	240
27.	WNCX-F	Cleveland	238
28.	KITS-F	San Franc	232
29.	WKLS-F	Atlanta	225
30.	WZGC-F	Atlanta	224
31.	WYNF-F	Tampa-st.	221
32.	WEBN-F	Cincinnat	220
33.	KUPD-F	Phoenix	219
34.	WZLX-F	Boston	214
35.	WBAB-F	NewYork	204
36.	WWDC-F	Washingto	203
	KTXQ-F	Dallas Ft	203
38.	WCXR-F	Washingto	202
39.	WBAB-F	Nassau	201

AC/OLDIES/SOFT ROCK

1.	WLTW-F	NewYork	1465
2.	WCBS-F	NewYork	1382
3.	KOST-F	Los Angel	1012
4.	WNSR-F	NewYork	969
5.	KBIG-F	Los Angel	715
6.	KRTH-F	Los Angel	519
7.	WKQX-F	Chicago	510
8.	KVIL-AF	Dallas Ft	491
9.	KOIT-AF	San Franc	416
10.	WLIT-F	Chicago	384
11.	WSB -F	Atlanta	376
12.	WKSZ-F	Philadelp	363
13.	WMGK-F	Philadelp	362
14.	WJMK-F	Chicago	361
15.	WALK-AF	NewYork	339
16.	KIOI-F	San Franc	335
17.	KODJ-F	Los Angel	329
18.	WTMX-F	Chicago	325
19.	WLTF-F	Cleveland	293
20.	WMJX-F	Boston	281
21.	WMXJ-F	Miami-ft.	276
	WKJY-F	NewYork	276
23.	KSTP-F	Minneapol	271
24.	WWSW-F	Pittsburg	269
25.	WWMX-F	Baltimore	266
26.	WLTE-F	Minneapol	265
27.	WFYR-F	Chicago	257
28.	WOGL-F	Philadelp	253
29.	WNIC-F	Detroit	251
30.	WLTI-F	Detroit	250
31.	WWRM-F	Tampa-st.	243
32.	WSSH-F	Boston	236
33.	WSNI-F	Philadelp	231
34.	KLTR-F	Houston	230
35.	WMJI-F	Cleveland	225
36.	KXKL-AF	Denver	224
37.	WODS-F	Boston	219
38.	WASH-F	Washingto	216
39.	WDOK-F	Cleveland	215
40.	KSFO	San Franc	209
41.	WLS	Chicago '	205
42.	WPOX-F	Atlanta	204

MOR/VARIETY

1.	WJR	Detroit	664
2.	WCCO	Minneapol	579
3.	KDKA	Pittsburg	521
4.	WBZ	Boston	352
5.	KNBR	San Franc	300
6.	WTMJ	Milwaukee	299
7.	WSB	Atlanta	286
8.	WMAL	Washingto	285
9.	WTIC	Hartford	276
10.	WLW	Cincinnat	258
11.	KFMB	SanDiego	235
12.	WIBC	Indy	221
13.	KOMO	Seattle-t	214
14.	WRVA	Richmond	186
15.	KEX	Portland,	157
16.	WHAS	Louisvill	152
17.	WBEN	Buffalo-n	142
18.	KMBZ	Knsas Cty	141
19.	WHAM	Rochester	129
20.	WGY	ALBANY	127
21.	WTVN	Columbus,	125
22.	KFAB	Omaha	124
23.	KSSK	Honolulu	120
24.	WHIO	Dayton	115
25.	WBT	Charlotte	113
26.	KSL	Salt lake	109
27.	WKRC	Cincinnat	108
28.	WSYR	Syracuse	104
29.	KRMG	Tulsa	101

COUNTRY

1.	WYNY-F	NewYork	645
2.	KILT-F	Houston	449
3.	KPLX-F	Dallas Ft	414
4.	KSCS-F	Dallas Ft	391
5.	WBAP	Dallas Ft	375
6.	KIKK-F	Houston	358
7.	KNIX-AF	Phoenix	349
8.	WUSN-F	Chicago	342
9.	WDAF	Knsas Cty	341
10.	KZLA-F	Los Angel	329
11.	WMZQ-AF	Washingto	325
12.	WXTU-F	Philadelp	320
13.	WKHX-F	Atlanta	302
14.	WIVK-AF	Knoxville	292
15.	KSAN-F	San Franc	291
16.	WWWW-F	Detroit	289
17.	KSON-AF	SanDiego	244
18.	WZZK-AF	Brmngham	238
19.	WPOC-F	Baltimore	237
20.	WSOC-F	Charlotte	225
21.	WTQR-F	Greensbor	221
22.	WIL -F	St. louis	217
23.	KEEY-F	Minneapol	216
24.	KLAC	Los Angel	207
25.	KXXY-AF	Oklahoma	205
26.	WCMS-AF	Norfolk	202
	WAMZ-F	Louisvill	202
	WFMS-F	Indy	202
29.	WYAY-F	Atlanta	195
30.	KYGO-F	Denver	193

BLACK/URBAN

1.	WRKS-F	NewYork	1129
2.	WBLS-F	NewYork	789
3.	WGCI-F	Chicago	787
4.	WVAZ-F	Chicago	597
5.	WUSL-F	Philadelp	548
6.	KMJQ-F	Houston	500
7.	WJLB-F	Detroit	497
8.	WHQT-F	Miami-ft.	487
9.	WVEE-F	Atlanta	388
10.	KJLH-F	Los Angel	365
11.	KKDA-F	Dallas Ft	338
12.	WDAS-F	Philadelp	300
13.	WLIB	NewYork	286
14.	WXYV-F	Baltimore	277
15.	WKYS-F	Washingto	271
16.	KDAY	Los Angel	256
17.	KJMZ-F	Dallas Ft	247
18.	KSOL-F	San Franc	227
19.	KACE-F	Los Angel	217
20.	KMJM-F	St. louis	212
21.	WQUE-AF	NewOrlean	209
22.	WZAK-F	Cleveland	208
23.	WAMO-F	Pittsburg	205
24.	WHRK-F	Memphis	201
25.	WHUR-F	Washingto	200
26.	WYLD-F	NewOrlean	189
27	WPEG-F	Charlotte	166
28.	WJMH-F	Greensbor	161
29.	WMMJ-F	Washingto	155
30.	WOWI-F	Norfolk	149
	WLUM-F	Milwaukee	149
	KKDA	Dallas Ft	149
33.	WDIA	Memphis	144
34.	WCDX-F	Richmond	141
35.	WENN-F	Brmngham	139
36.	KGFJ	Los Angel	137
37.	WTLC-F	Indy	124
	WEKS-F	Atlanta	124
39.	WILD	Boston	123
40.	WIKS-F	Greenvill	122
	WDJY-F	Washingto	122
42.	KTFM-F	San anton	116
43.	WMYK-F	Norfolk	115
	KPRS-F	Knsas Cty	115
45.	WWDM-F	Columbia,	112
	WJHM-F	Orlando	112
47.	WVON	Chicago	111
48.	XHRM-F	SanDiego	110
	WAOK	Atlanta	110

BEAUTIFUL/EASY

1.	WPAT-AF	NewYork	1164
2.	KJOI-F	Los Angel	676
3.	WXEZ-AF	Chicago	567
4.	WEAZ-F	Philadelp	523
5.	WLYF-F	Miami-ft.	471
6.	KABL-AF	San Franc	382
7.	WJIB-F	Boston	377
8.	WJOI-F	Detroit	365
9.	WSHH-F	Pittsburg	350
10.	KODA-F	Houston	325
11.	WGAY-F	Washingto	321
12.	WPCH-F	Atlanta	316
13.	WLIF-F	Baltimore	313
14.	KEZK-F	St. louis	302
15.	WLKW-F	Providenc	236
16.	KJQY-F	SanDiego	231
17.	KMEZ-F	Dallas Ft	227

*Based on 12+ Metro Cume Rating, Mon-Sun, 6A-Mid.

18.	WQAL-F	Cleveland	226
19.	WDUV-F	Tampa-st.	217
20.	WEAT-AF	West palm	215
21.	WJYE-F	Buffalo-n	200
22.	KMEO-AF	Phoenix	190
23.	KOSI-F	Denver	186
24.	WFOG-F	Norfolk	185
25.	KBAY-F	San Franc	175
26.	KUMU-AF	Honolulu	169
27.	KBRD-F	Seattle-t	168
28.	KDUO-F	Riverside	165
29.	WRCH-F	Hartford	157
30.	KCTC-F	Sacrament	154
31.	WWEZ-F	Cincinnat	152
32.	WHUD-F	NewYork	150

NEWS/TALK

1.	WINS	NewYork	1294
2.	WGN	Chicago	1157
3.	WOR	NewYork	1027
4.	WABC	NewYork	871
5.	KABC	Los Angel	869
6.	WCBS	NewYork	835
7.	KMOX	St. louis	793
8.	WBBM	Chicago	680
9.	WFAN	NewYork	679
10.	KGO	San Franc	596
11.	KYW	Philadelp	563
12.	KNX	Los Angel	549
13.	KFWB	Los Angel	494
14.	KCBS	San Franc	397
15.	WRKO	Boston	390
16.	WWDB-F	Philadelp	353
17.	WBAL	Baltimore	349
18.	KIRO	Seattle-t	341
19.	WLUP	Chicago	317
20.	KTRH	Houston	316
21.	WWJ	Detroit	302
22.	KFI	Los Angel	292
23.	WHDH	Boston	276
24.	WCAU	Philadelp	269
25.	WIOD	Miami-ft.	253
26.	KRLD	Dallas Ft	248
	WXYT	Detroit	248
28.	KTAR	Phoenix	225
29.	WMAQ	Chicago	224
30.	WTOP	Washingto	219
31.	WEEI	Boston	216
32.	KSDO	SanDiego	209
33.	WMCA	NewYork	199
34.	KOA	Denver	184
35.	KFBK	Sacrament	180
36.	WINZ	Miami-ft.	171
37.	KLIF	Dallas Ft	152
38.	WWWE	Cleveland	149
39.	WIP	Philadelp	146
40.	WTAE	Pittsburg	145
41.	WFLA	Tampa-st.	138
42.	WWRC	Washingto	135
43.	WWWS	Miami-ft.	134
44.	KXL	Portland,	133
	KCMO	Knsas Cty	133
	WGST	Atlanta	133
47.	WHJJ	Providenc	129
48.	KPRC	Houston	128
49.	WPRO	Providenc	123
50.	WOAI	San anton	116

NOSTALGIA

1.	WNEW	NewYork	534
2.	WPEN	Philadelp	464
3.	KMPC	Los Angel	424
4.	WJJD	Chicago	383
5.	KFRC	San Franc	301
6.	CKLW	Detroit	212
7.	KQUE-F	Houston	209
8.	WOKY	Milwaukee	164
9.	WRMR	Cleveland	148
10.	WHLI	NewYork	133
11.	WPLM-AF	Boston	129
12.	WDAE	Tampa-st.	126
	WXKS	Boston	126
14.	WGUL-AF	Tampa-st.	122
	WHLI	Nassau	122
16.	WJAS	Pittsburg	116
17.	WBYU	NewOrlean	109
18.	WECK	Buffalo-n	103
19.	WNAK	Wilkes ba	100
20.	KIXI	Seattle-t	98
21.	KAAM	Dallas Ft	94
22.	KLBB	Minneapol	93
23.	KOY	Phoenix	84
24.	WFTL	Miami-ft.	78
25.	KEZW	Denver	71

RELIGION/GOSPEL

1.	WWRL	NewYork	274
2.	KLTY-F	Dallas Ft	160
3.	WFME-F	NewYork	148
4.	KKLA-F	Los Angel	107
5.	KHVN	Dallas Ft	100
6.	WBOK	NewOrlean	95
7.	WLOK	Memphis	86
8.	WWDJ	NewYork	85
9.	WBGR	Baltimore	76
10.	WMBM	Miami-ft.	73
11.	WYCB	Washingto	70
12.	KHCB-F	Houston	66
13.	KYMS-F	Los Angel	56
	WMUZ-F	Detroit	56
15.	KCMS-F	Seattle-t	55
16.	KFAX	San Franc	52
17.	WPCE	Norfolk	49
18.	WDAC-F	Lancaster	47
19.	WROL	Boston	46
20.	WHAT	Philadelp	45
21.	WYCA-F	Chicago	44
22.	WRBS-F	Baltimore	43
23.	WPIT-F	Pittsburg	40

SPANISH

1.	WSKQ-F	NewYork	653
2.	KTNQ	Los Angel	412
3.	KWKW	Los Angel	363
4.	WADO	NewYork	336
5.	KLVE-F	Los Angel	301
6.	WQBA	Miami-ft.	237
7.	WOJO-F	Chicago	221
8.	WCMQ-F	Miami-ft.	209
9.	WAQI	Miami-ft.	205
10.	WSKQ	NewYork	197
11.	KSKQ	Los Angel	174
12.	KSKQ-F	Los Angel	160
	KALI	Los Angel	160
14.	WQBA-F	Miami-ft.	148
15.	WIND	Chicago	122
16.	WKDM	NewYork	119
17.	KGBT	MC-BROWN	109
18.	KIQI	San Franc	101
19.	KCOR	San anton	100
	WJIT	NewYork	100
21.	WCMQ	Miami-ft.	99
22.	KXYZ	Houston	82
23.	KIWW-F	MC-BROWN	81
24.	WTAQ	Chicago	80
25.	KMAX-F	Los Angel	76
26.	KBRG-F	San Franc	72
27.	WSUA	Miami-ft.	66
28.	KZVE-F	San anton	59
	KXTN	San anton	59
30.	KBNA-AF	El paso	57
31.	KEDA	San anton	53

CLASSICAL

1.	WNCN-F	NewYork	370
2.	WQXR-F	NewYork	337
3.	KFAC-F	Los Angel	242
4.	KDFC-AF	San Franc	199
5.	WFMT-F	Chicago	184
6.	W[illegible]-F	Philadelp	182
7.	KKHI-AF	San Franc	174
8.	WNIB-F	Chicago	148
9.	WGMS-AF	Washingto	146
10.	KING-F	Seattle-t	132
11.	WQRS-F	Detroit	120
12.	WCRB-F	Boston	113
13.	WTMI-F	Miami-ft.	106
14.	KVOD-F	Denver	97
15.	KFSD-F	SanDiego	92
16.	WQXR	NewYork	81
17.	WRR -F	Dallas Ft	80
18.	WCLV-F	Cleveland	68
19.	KFUO-F	St. louis	59
20.	WXCR-F	Tampa-st.	55

JAZZ/NEW AGE

1.	WQCD-F	NewYork	686
2.	KTWV-F	Los Angel	424
3.	WNUA-F	Chicago	289
4.	KKGO-AF	Los Angel	208
5.	KKSF-F	San Franc	196
6.	KBLX-F	San Franc	194
7.	KOAI-F	Dallas Ft	186
8.	WJZZ-F	Detroit	164
9.	KIFM-F	SanDiego	108
10.	WHVE-F	Tampa-st.	98
11.	WXDJ-F	Miami-ft.	93
12.	KNUA-F	Seattle-t	89
13.	WVAE-F	Detroit	88
14.	KHIH-F	Denver	83
15.	KQPT-F	Sacrament	80
16.	WNWV-F	Cleveland	78

AMERICA'S LEADING STATIONS BY FORMAT*

METRO SHARE

TOP 40/CHR/CONTEMP

1.	KTRS-F	Casper	48.9
2.	KWTO-F	Springfie	26.7
3.	WBBQ-AF	Augusta	25.3
	WIXX-F	Green Bay	25.3
5.	WJET-F	Erie	24.5
3.	WIOG-F	Saginaw-B	24.1
7.	WOMP-F	Wheeling	23.6
8.	WMEE-F	Fort Wayn	23.4
9.	WSTO-F	Evansvill	22.1
10.	KRQQ-F	Tucson	21.5
11.	WQUT-F	John City	20.6
12.	KBFM-F	Mc-Brown	19.7
13.	KWTX-F	Waco	19.5
	WAAL-F	Binghamto	19.5
15.	WKFR-F	Kalamazoo	19.4
16.	WZYP-F	Huntsvill	19.3
17.	KFMW-F	Waterloo	19.2
	WSKZ-F	Chtnooga	19.2
19.	WBNQ-F	Bloomingt	19.0
	WNNK-F	Harrisbur	19.0
21.	WKEE-F	Huntingto	18.7
22.	KSMB-F	Lafayette	18.6
23.	WKSF-F	Asheville	18.1
24.	WDAY-F	Fargo	18.0
	WZOK-F	Rockford	18.0
26.	WZEE-F	Madison	17.1
27.	KRLB-F	Lubbock	16.7
28.	WPXR-F	Davenport	16.4
29.	WVIC-F	Lansing	16.2
30.	WLAP-F	Lexington	16.1
31.	WNCI-F	Columbus	16.0
32.	KZLS-F	Billings	15.8
	WNDU-F	South Ben	15.8
34.	KZZU-F	Spokane	15.6
35.	WDJX-AF	Louisvill	15.3
36.	WRBQ-AF	Tampa-St.	15.1
	WAYS-F	Macon	15.1
38.	WXLK-F	Roanoke	15.0
	KOKZ-F	Waterloo	15.0
	KKRD-F	Wichita	15.0
	KQKQ-F	Omaha	15.0
42.	WHHY-AF	Montgomer	14.9
	WPRR-F	Altoona	14.9
	WKZW-F	Peoria	14.9
45.	KQIZ-F	Amarillo	14.8
46.	WHOT-AF	Youngstow	14.6
47.	KPRR-F	El Paso	14.4
48.	WVSR-F	Chrlston	14.3
49.	WVBS-F	Wilmingto	14.2
50.	WAPE-AF	Jacksonvi	14.1

AOR/CLASSIC

1.	KQWB-F	Fargo	18.5
2.	WCMF-F	Rochester	17.4
3.	KGGO-F	Des Moine	17.0
4.	WAPL-F	Appleton	16.0
	WGLF-F	Tallahass	16.0
6.	WWCT-F	Peoria	15.8
7.	WRKR-F	Kalamazoo	15.6
	WFBQ-F	Indy	15.6
9.	WZZQ-F	Terre Hau	15.1
10.	WAAF-F	Worcester	14.9
11.	WAPL-F	Green Bay	14.3
12.	WKQQ-F	Lexington	14.0
13.	WOUR-F	Utica-Rom	13.7
14.	WSFM-F	Wilmingto	13.4
15.	KEZO-AF	Omaha	13.1
16.	WIOT-F	Toledo	12.9
17.	WAFX-F	Norfolk	11.7
18.	WCCK-F	Erie	11.5
19.	KRNA-F	Cedar Rpd	11.4
20.	WGIR-F	Mancheste	11.3
21.	KDJK-F	Modesto	11.2
22.	WXLP-F	Davenport	11.1
	WZZO-F	Allentown	11.1
24.	KWHL-F	Anchorage	11.0
25.	WIBA-F	Madison	10.9
26.	KFMQ-F	Lincoln	10.8
27.	WIMZ-AF	Knoxville	10.7
	WKDF-F	Nashville	10.7
	WMMS-F	Cleveland	10.7
30.	KFMX-F	Lubbock	10.6
	KMOD-F	Tulsa	10.6
32.	WMFX-F	Columbia	10.4
33.	KJOT-F	Boise	10.2
	WEBN-F	Cincinnat	10.2
	WPYX-F	Albany	10.2
36.	WRDU-F	Raleigh	10.1
37.	WBLM-F	Portland	9.9
	WRXL-F	Richmond	9.9
	KLAQ-F	El paso	9.9
40.	WKLC-F	Chrlston	9.8
	WAQY-F	Springfie	9.8
	WHJY-F	Providenc	9.8
43.	KSHE-F	St. Louis	9.7
44.	WLVQ-F	Columbus	9.6
45.	WHTQ-F	Melbourne	9.4
	WGR -F	Buffalo	9.4
47.	WKRR-F	Greensbor	9.2
	WTUE-F	Dayton	9.2

AC/OLDIES/SOFT ROCK

1.	KCIX-F	Boise	19.6
2.	KMAJ-F	Topeka	17.7
3.	WEZN-F	Brdgeport	16.6
4.	WKMQ-F	Rockford	15.9
5.	WGSY-F	Columbus	15.3
6.	WCRZ-F	Flint	14.9
7.	WTFM-F	John City	14.6
8.	WAYV-F	Atlantic	14.4
9.	WSYA-F	Montgomer	14.3
10.	WMYU-F	Knoxville	13.7
11.	WXKC-F	Erie	13.5
	WLEV-F	Allentown	13.5
13.	KELO	Sioux Fal	12.8
14.	WAJI-F	Fort Wayn	12.5
15.	WKYE-F	Johnstown	12.3
16.	WRVC-F	Huntingto	12.0
17.	WKDQ-F	Evansvill	11.9
	KXUS-F	Springfie	11.9
19.	WYYY-F	Syracuse	11.8
20.	KIDX-F	Billings	11.7
21.	WRMF-F	West Palm	11.5
	WHYN-F	Springfie	11.5
23.	WHNN-F	Saginaw	11.1
24.	WVOR-F	Rochester	11.0
25.	WMT -F	Cedar Rpd	10.9
	WGNI-F	Wilmingto	10.9
27.	WSNY-F	Columbus	10.8
28.	WMRV-F	Binghamto	10.7
	KUUL-F	Davenport	10.7
30.	WMGX-F	Portland	10.5
	WZNY-F	Augusta	10.5
	WLMX-F	Chtnooga	10.5
33.	WBGM-F	Tallahass	10.4
	WARM-F	York	10.4
	WMJJ-F	Brmngham	10.4
36.	WIHN-F	Bloomingt	10.3
37.	WMGI-F	Terre Hau	10.1
38.	WQHQ-F	Salisbury	9.9
39.	WARM-F	Lancaster	9.8
	KVUU-F	Colorado	9.8
41.	WBYR-F	Fort Wayn	9.6
	WNSN-F	South Ben	9.6
	WSB -F	Atlanta	9.6
44.	KLTA-F	Fargo	9.4
	WMYI-F	Asheville	9.4
	WMYI-F	Greenvill	9.4
47.	KLDZ-F	Lincoln	9.3
	KRYT-F	Pueblo	9.3
49.	KISC-F	Spokane	9.2
	WMAS-F	Springfie	9.2
51.	WAHR-F	Huntsvill	9.1
	WRVR-F	Memphis	9.1
53.	WAKX-F	Duluth	9.0
	WFBC-F	Greenvill	9.0
	WLTF-F	Cleveland	9.0

MOR/VARIETY

1.	WJBC	Bloomingt	26.1
2.	WIKY-F	Evansvill	19.3
3.	WSBT	South Ben	17.5
4.	WMT	Cedar Rpd	16.4
	WCCO	Minneapol	16.4
6.	WNBF	Binghamto	15.9
	WTIC	Hartford	15.9
8.	WRVA	Richmond	14.7
9.	KFAB	Omaha	14.3
10.	KDKA	Pittsburg	14.1
11.	WROK	Rockford	12.8
12.	WIBC	Indy	12.4
13.	WTMJ	Milwaukee	12.3
14.	WHAS	Louisvill	12.2
15.	WJR	Ann Arbor	12.0
	WLW	Cincinnat	12.0
17.	WHO	Des Moine	11.9
18.	WHBC	Canton	11.6
19.	KFOR	Lincoln	11.4
20.	KSOO	Sioux Fal	11.3
21.	WSYR	Syracuse	10.8
22.	WSGW	Saginaw	10.6
23.	KKOB	Albuquerq	10.5
24.	WMBD	Peoria	10.4
25.	WICC	Brdgeport	10.3
26.	WELI	New Haven	10.2
27.	WDUZ	Green Bay	9.9
	WJR	Detroit	9.9
29.	WGY	Albany	9.7
30.	WDAY	Fargo	9.4
31.	WKZO	Kalamazoo	9.3
	KRMG	Tulsa	9.3
33.	KSSK	Honolulu	9.2
34.	KBOI	Boise	8.9
35.	WOWO-AF	Fort Wayn	8.8
	WHIO	Dayton	8.8
37.	KDAL	Duluth	8.7
	WHAM	Rochester	8.7
39.	KUGN	Eugene	8.5
40.	WHYN	Springfie	8.3
41.	WKBN	Youngstow	8.0

COUNTRY

1.	WIVK-AF	Knoxville	34.2
2.	WTCR-AF	Huntingto	29.6
3.	WTHI-F	Terre Hau	26.2
4.	WDRM-AF	Huntsvill	22.4
5.	WDEN-AF	Macon	20.9
6.	KSSN-F	Little Ro	20.7
7.	WVLK-F	Lexington	19.9
8.	WWNC	Asheville	19.6
9.	WQBE-F	Chrlston	19.4
10.	WXBQ-F	John City	19.0
11.	KLLL-F	Lubbock	18.9
12.	WZZK-AF	Brmngham	18.7
13.	KUZZ-AF	Bkrsfield	18.4
14.	WKSJ-AF	Mobile	18.3
15.	WKML-F	Faytville	17.8
16.	KTTS-F	Springfie	17.6
17.	WITL-F	Lansing	17.5
18.	KHAK-AF	Cedar Rpd	17.3
19.	WLWI-F	Montgomer	17.2
20.	KVOC	Casper	17.0
21.	WPOR-AF	Portland	16.6
	KUGN-F	Eugene	16.6
23.	WAMZ-F	Louisvill	16.3
24.	WYNG-F	Evansvill	16.2
25.	WTQR-F	Greensbor	15.9
26.	WMSI-F	Jackson	15.7
27.	WFRG-AF	Utica-Rom	15.5
	WDAF	Knsas Cty	15.5
29.	WCHY-F	Savannah	15.4
	WCOS-F	Columbia	15.4
31.	WHWK-F	Binghamto	15.1
32.	KXXY-AF	Oklahoma	15.0
33.	WYNK-AF	Btn Rouge	14.8
	KMML-F	Amarillo	14.8
35.	WRNS-F	Greenvill	14.6
36.	WYYD-F	Roanoke	14.5
37.	WSOC-F	Charlotte	14.4
38.	KCCY-F	Pueblo	14.3
39.	WPCV-F	Lakeland	14.1
40.	KOEL-F	Waterloo	14.0
41.	KRMD-AF	Shrevepor	13.8
	WSTH-F	Columbus	13.8
43.	KTXF-F	Mc-Brown	13.4
	KASE-F	Austin	13.4
45.	KTPK-F	Topeka	13.3
	KRST-F	Albuquerq	13.3
47.	KGHL	Billings	12.9
48.	KOUL-F	Corpus Ch	12.8
49.	WWVA	Wheeling	12.6
	WOVK-F	Wheeling	12.6
	WUSY-F	Chtnooga	12.6
52.	KJJY-AF	Des Moine	12.5
53.	WTNT-F	Tallahass	12.3
54.	KNIX-AF	Phoenix	12.2
	WLLR-F	Davenport	12.2
	WQIK-F	Jacksonvi	12.2
57.	KWEN-F	Tulsa	11.7
	KCTR-F	Billings	11.7
59.	KFGO	Fargo	11.6
	KHEY-F	El Paso	11.6
61.	KTWO	Casper	11.4
62.	KFMS-AF	Las Vegas	11.3
	KXRB	Sioux Fal	11.3
	WWQQ-F	Wilmingto	11.3
	WFMS-F	Indy	11.3
66.	WEZL-F	Chrlston	11.2

*Based on 12+ Metro Share, Broadcast week.

BLACK/URBAN

1.	WEAS-F	Savannah	18.3
2.	WZFX-F	Faytville	17.6
3.	WIKS-F	Greenvill	16.9
4.	WJMI-F	Jackson	16.6
5.	WWDM-F	Columbia	15.7
6.	WBLX-F	Mobile	15.2
7.	KFXZ-F	Lafayette	14.4
8.	WFXA-F	Augusta	13.7
9.	KQXL-F	Btn Rouge	13.5
10.	WANM	Tallahass	13.4
11.	WHRK-F	Memphis	13.1
12.	WDZZ-F	Flint	12.6
	KHYS-F	Beaumont	12.6
14.	WJMH-F	Greensbor	11.5
	WZHT-F	Montgomer	11.5
16.	WCDX-F	Richmond	11.1
17.	WFXE-F	Columbus	11.0
	WENN-F	Brmngham	11.0
	KDKS-F	Shrevepor	11.0
20.	WOKS	Columbus	10.7
21.	WPEG-F	Charlotte	10.6
22.	WSOK	Savannah	10.5
23.	WQUE-AF	NewOrlean	10.3
24.	WJHM-F	Dytna Bch	10.1
25.	WVEE-F	Atlanta	9.9
26.	KIPR-F	Little Ro	9.7
27.	KMJJ-F	Shrevepor	9.5
28.	WDIA	Memphis	9.4
29.	WYLD-F	NewOrlean	9.3
	WQIM-F	Montgomer	9.3
31.	WCKU-F	Lexington	9.1
	KMJQ-F	Houston	9.1
33.	KJCB	Lafayette	9.0
	WHQT-F	Miami-Ft.	9.0
35.	KKDA-F	Waco	8.9
36.	WPGA-F	Macon	8.6
37.	WGOK	Mobile	8.5
38.	WZFX-F	Wilmingto	8.4
	WBMS	Wilmingto	8.4
40.	WTLZ-F	Saginaw	8.2
	WXOK	Btn Rouge	8.2

BEAUTIFUL/EASY

1.	WDUV-F	Sarasota	22.2
2.	WEAT-AF	West Palm	17.5
3.	WHBC-F	Canton	14.7
4.	WEZY-F	Lakeland	13.8
	WSWT-F	Peoria	13.8
6.	WWLV-F	Dytna Bch	13.6
7.	KUMU-AF	Honolulu	13.0
8.	WFBG-F	Altoona	12.8
	WFMZ-F	Allentown	12.8
10.	KELO-F	Sioux Fal	12.1
11.	WNCE-F	Lancaster	11.8
12.	WYEZ-F	South Ben	11.6
13.	WPVR-F	Roanoke	11.5
14.	KQLT-F	Casper	11.4
	WOOD-F	Gr Rapids	11.4
16.	WSRS-F	Worcester	11.2
	WJYE-F	Buffalo	11.2
18.	KXLY-F	Spokane	11.1
19.	WZID-F	Mancheste	11.0
20.	KTXR-F	Springfie	10.6
	KBEE-F	Modesto	10.6
	WKBN-F	Youngstow	10.6
23.	WDEF-F	Chtnooga	10.3
24.	KRDO-F	Pueblo	9.9
25.	WLKW-F	Providenc	9.5
26.	WSHH-F	Pittsburg	9.4
	WROW-F	Albany	9.4
28.	WDUZ-F	Green Bay	9.2
29.	KNEV-F	Reno	9.0
	WFOG-F	Norfolk	9.0
	WRCH-F	Hartford	9.0

NEWS/TALK

1.	KMOX	St. Louis	21.2
2.	WOC	Davenport	10.0
3.	KCSJ	Pueblo	9.9
4.	KIRO	Seattle	9.6
	WBAL	Baltimore	9.6
6.	KFBK	Sacrament	9.3
7.	WGN	Chicago	9.1
8.	WSTV	Steubenvi	8.4
9.	WIBX	Utica-Rom	8.1
	WGIR	Mancheste	8.1
11.	KARN	Little Ro	7.9
	KTAR	Phoenix	7.9
13.	WPTF	Raleigh	7.8
14.	KGNC	Amarillo	7.6
	KMJ	Fresno	7.6
16.	KENI	Anchorage	7.2
17.	KYW	Philadelp	7.1
18.	KGO	San Franc	7.0
19.	KGO	Salinas	6.6
20.	WRKO	Boston	6.5
21.	KXL	Portland	6.3
22.	KOA	Denver	6.2
23.	WOMP	Wheeling	6.1
	WACO	Waco	6.1
25.	WOAI	San Anton	6.0
	KCMO	Knsas Cty	6.0
	KSDO	SanDiego	6.0
28.	KTOK	Oklahoma	5.9
29.	WKRG	Mobile	5.8
	KTRH	Houston	5.8
31.	WFLZ-F	Sarasota	5.7
32.	WERC	Brmngham	5.6
33.	WVOC	Columbia	5.5
34.	KIDO	Boise	5.3
	WHJJ	Providenc	5.3
	WBBM	Chicago	5.3
	WNIR-F	Akron	5.3
38.	KVOR	Colorado	5.2
	WGN	Rockford	5.2
	WWNZ	Orlando	5.2
	KABC	Los Angel	5.2
42.	WJNO	West Palm	5.0
	WPRO	Providenc	5.0

NOSTALGIA

1.	WEYZ	Erie	10.4
2.	KWTX	Waco	9.3
3.	WNAK	Wilkes Ba	8.7
4.	KEEL	Shrevepor	8.4
5.	WYSN-F	Johnstown	6.7
	WOKY	Milwaukee	6.7
7.	WYNZ	Portland	6.3
8.	WMID	Atlantic	6.2
9.	WECK	Buffalo	5.8
.	WPEN	Philadelp	5.8
11.	WINR	Binghamto	5.5
12.	KFRC	Stockton	5.4
	WBYU	NewOrlean	5.4
14.	WMAS	Springfie	5.3
15.	WMMB	Melbourne	5.2

RELIGION/GOSPEL

1.	WDAC-F	Lancaster	8.5
2.	WDDO	Macon	7.2
3.	KOKA	Shrevepor	5.8
4.	WLOK	Memphis	5.6
5.	KALO	Beaumont	5.4
6.	WOAD	Jackson	5.2
7.	WBOK	NewOrlean	4.7
8.	WEMM-F	Huntingto	4.6
9.	WTOO	Asheville	4.3
10.	WNDC	Btn Rouge	4.2
11.	WIDU	Faytville	4.1
12.	WMIT-AF	Asheville	3.7
13.	WQFL-F	Rockford	3.4
14.	KITA	Little Ro	3.3
15.	WSTS-F	Faytville	3.2
	WTGH	Columbia	3.2
17.	KURL	Billings	2.9
	WAGG	Brmngham	2.9
19.	WZAP	John City	2.8
	KLTY-F	Dallas Ft	2.8
	WDJC-F	Brmngham	2.8
22.	WFLT	Flint	2.6
	WZTN	Montgomer	2.6
24.	WKZK	Augusta	2.5
25.	WOLC-F	Salisbury	2.4
	KAMB-F	Modesto	2.4
	WPCE	Norfolk	2.4
28.	WFUR-F	Gr Rapids	2.3
29.	WCTL-F	Erie	2.2
	WHPE-F	Greensbor	2.2
31.	WMGO	Jackson	2.1
	WGTM	Greenvill	2.1
	WSCW	Chrlston	2.1
	WJYP-F	Chrlston	2.1
	WBGR	Baltimore	2.1
36.	WHYM	Pensacola	2.0
	KBBW	Waco	2.0

SPANISH

1.	KGBT	Mc-Brown	11.8
2.	KUNO	Corpus Ch	9.3
3.	KIWW-F	Mc-Brown	8.8
4.	KWAC	Bkrsfield	7.2
5.	KBNA-AF	El Paso	6.9
6.	KCOR	San Anton	5.2
7.	KAMA	El Paso	4.8
8.	KQXX-F	Mc-Brown	4.7
9.	KJAV-AF	Mc-Brown	4.5
	KGST	Fresno	4.5
11.	KTRO	Oxnard	4.4
	WQBA	Miami-Ft.	4.4
13.	KOXR	Oxnard	4.1

CLASSICAL

1.	KING-F	Seattle	3.7
2.	KVOD-F	Denver	3.3
3.	KHFM-F	Albuquerq	3.2
4.	KLEF-F	Anchorage	2.9
5.	WGMS-AF	Washingto	2.8
	WQRS-F	Ann Arbor	2.8
	KBOQ-F	Salinas	2.8
8.	KFSD-F	SanDiego	2.6
9.	KDFC-AF	San Franc	2.3
	WFLN-F	Philadelp	2.3
11.	KIWI-F	Bkrsfield	2.1
	WFLN-F	Wilmingto	2.1
	WCLV-F	Cleveland	2.1
14.	KKHI-AF	San Franc	2.0
	WTMI-F	Miami-Ft.	2.0
16.	WFMR-F	Milwaukee	1.9
	WCRB-F	Boston	1.9
18.	KXTR-F	Knsas Cty	1.8
	WQRS-F	Detroit	1.8
20.	WXCR-F	Tampa-St.	1.7
21.	KFUO-F	St. Louis	1.6
22.	WPKM-F	Portland	1.5
	WTMI-F	West Palm	1.5
	KFAC-F	Los Angel	1.5

JAZZ/NEW AGE

1.	KQPT-F	Sacrament	4.1
2.	KNIK-F	Anchorage	3.8
	WLOQ-F	Orlando	3.8
4.	KOAI-F	Dallas Ft	3.3
5.	WHVE-F	Sarasota	3.1
	KIFM-F	SanDiego	3.1
7.	WHVE-F	Tampa-St.	3.0
8.	KEYV-F	Las Vegas	2.9
9.	KHIH-F	Denver	2.8
10.	KHHH-F	Honolulu	2.7
11.	WHVE-F	Lakeland	2.5
	KNUA-F	Seattle	2.5
	WQCD-F	NewYork	2.5
	KTWV-F	Los Angel	2.5
	WJZZ-F	Detroit	2.5
16.	KGSR-F	Austin	2.4
	WNWV-F	Cleveland	2.4
	KLRS-F	Salinas	2.4
19.	WBZN-AF	Milwaukee	2.3
	KKSF-F	San Franc	2.3
	KBLX-F	San Franc	2.3
	WNUA-F	Chicago	2.3
23.	KDAB-F	Salt Lake	2.2
24.	WBBO-F	Greenvill	2.1
	WBBY-F	Columbus	2.1

MARKETS WITH HIGHEST AND LOWEST PERCENTAGE OF FM LISTENING*

	HIGHEST			LOWEST	
1.	Lancaster	94.57%	1.	Sioux Falls	49.55%
2.	Lakeland	93.72%	2.	Duluth	61.26%
3.	Augusta	91.89%	3.	Stockton	61.28%
4.	Evansville	91.56%	4.	Kansas City	62.02%
5.	Lansing	90.30%	5.	Honolulu	62.02%
6.	Greenville, NC	89.43%	6.	San Antonio	62.25%
7.	Huntington, WV	88.62%	7.	Bloomington	62.50%
8.	Greenville-Spartanburg	88.45%	8.	Asheville	62.55%
9.	Knoxville	88.19%	9.	Rockford	62.87%
10.	Melbourne-Titusville-Cocoa	87.66%	10.	Chicago	64.23%

* FM share of total listening, 12+ Metro, 1/4 Hour AVG, Broadcast Week.

MARKETS WITH HIGHEST AND LOWEST APR'S**

	HIGHEST			LOWEST	
1.	Miami-Ft. Lauderdale	20.4	1.	Wichita	14.5
2.	Sioux Falls	20.2	2.	Huntsville	14.8
3.	Youngstown	19.6	3.	Waco	15.5
	New York	19.6	4.	Eugene	15.6
5.	Providence	19.5	5.	Casper	15.7
	Mcallen-Brownsville	19.5		Columbus, GA	15.7
7.	Phoenix	19.4		Erie	15.7
	Philadelphia	19.4		Jacksonville	15.7
	Jackson	19.4		Louisville	15.7
10.	Appleton-Oshkosh	19.3		Peoria	15.7

** The APR shows the average percentage of the 12+ population which is using the radio (Mon-Sun, 6A-MID). The figure is comparable to television's PVT (Persons Viewing Television).

MEAN APR FOR ALL RATED MARKETS

SPG 89 17.53

SPG 88	16.47	SPG 81	15.42
SPG 87	16.73	A/M 80	15.42
SPG 86	17.10	A/M 79	15.62
SPG 85	17.32	A/M 78	15.42
SPG 84	17.50	A/M 77	15.40
SPG 83	17.33	A/M 76	15.74
SPG 82	16.04		

MARKETS WITH HIGHEST PERCENTAGE OF BELOW-THE-LINE LISTENING***

1.	Ann Arbor	64.5%	11.	Flint	31.5%
2.	Daytona Beach	59.3%	12.	Pensacola	31.3%
3.	Bridgeport	57.9%	13.	Atlantic City	31.2%
4.	Akron	53.7%	14.	Wilmington, DE	26.5%
5.	Portsmouth-Dover-Rochester,nh	52.8%	15.	Green Bay	23.8%
6.	Riverside-San Bernardino	52.2%	16.	Worcester	22.1%
7.	Lakeland	50.2%	17.	Bloomington	21.7%
8.	New Haven	45.3%	18.	Harrisburg	21.1%
9.	Canton	45.0%	19.	Appleton-Oshkosh	20.4%
10.	Lancaster	39.5%	20.	Manchester	20.0%

*** Based on 12+ Metro, 1/4 HR AVG, Broadcast Week. Calculated by dividing total listening to stations listed below the line (stations outside the market's metro) by total listening to all stations.

STATION FORMAT AND FORMAT LISTENERSHIP*

	AM	FM	TOTAL	%
AC/OLDIES/SOFT ROCK	340,100 (155)	3,998,700 (424)	4,338,800 (579)	18.59
TOP 40/CHR/CONTEMP	18,000 (16)	3,711,100 (297)	3,729,100 (313)	15.98
AOR/CLASSIC	20,100 (23)	2,985,200 (249)	3,005,300 (272)	12.88
COUNTRY	489,200 (193)	2,036,200 (243)	2,525,400 (436)	10.82
NEWS/TALK	2,284,200 (160)	52,100 (3)	2,336,300 (163)	10.01
BLACK/URBAN	408,600 (99)	1,539,400 (94)	1,948,000 (193)	8.35
BEAUTIFUL/EASY	101,600 (24)	1,584,300 (138)	1,685,900 (162)	7.22
MOR/VARIETY	1,062,500 (176)	8,900 (5)	1,071,400 (181)	4.59
NOSTALGIA	654,800 (123)	55,600 (9)	710,400 (132)	3.04
SPANISH	436,500 (75)	235,900 (29)	672,400 (104)	2.88
RELIGION/GOSPEL	274,500 (173)	153,800 (64)	428,300 (237)	1.84
JAZZ/NEW AGE	3,700 (3)	395,500 (43)	399,200 (46)	1.71
CLASSICAL	20,600 (8)	324,600 (31)	345,200 (39)	1.48
UNKNOWN/OTHERS	83,700 (52)	60,500 (45)	144,200 (97)	0.62
	6,198,100 (1280)	17,141,800 (1674)	23,339,900 (2954)	

* Based on 12+ Metro, 1/4 HR AVG, Broadcast Week. Every station reported in the metro is included. Simulcast facilities count as two stations. Figures in paranthesis are the number if stations programming that format. FIGURES NOT IN 100's.

FORMAT PERCENTAGES - AM AND FM BANDS - FORMAT SHARE TRENDS

	AM	FM	COMBINED	SPG 88	SPG 87	SPG 86	SPG 85	SPG 84	SPG 83	SPG 82	SPG 81
AC/OLDIES/SOFT ROCK	5.49%	23.33%	18.59%	17.76%	16.84%	16.16%	15.91%	13.62%	11.65%	-	-
TOP 40/CHR/CONTEMP	0.29%	21.65%	15.98%	14.63%	15.55%	14.96%	17.74%	16.87%	-	-	-
AOR/CLASSIC	0.32%	17.41%	12.88%	12.80%	12.54%	14.13%	10.71%	10.76%	-	-	-
COUNTRY	7.89%	11.88%	10.82%	10.73%	10.66%	10.89%	11.19%	11.79%	12.63%	12.57%	12.12%
NEWS/TALK	36.85%	0.30%	10.01%	9.75%	8.93%	8.68%	8.77%	8.61%	9.32%	9.35%	9.13%
BLACK/URBAN	6.59%	8.98%	8.35%	10.33%	10.38%	9.73%	8.53%	10.12%	10.52%	11.67%	9.07%
BEAUTIFUL/EASY	1.64%	9.24%	7.22%	7.67%	8.37%	8.85%	10.05%	11.02%	11.30%	11.76%	14.61%
MOR/VARIETY	17.14%	0.05%	4.59%	5.27%	6.39%	6.56%	7.02%	7.31%	7.60%	-	-
NOSTALGIA	10.56%	0.32%	3.04%	2.88%	3.17%	3.74%	4.02%	4.13%	4.56%	3.63%	2.04%
SPANISH	7.04%	1.38%	2.88%	3.12%	2.81%	2.66%	2.31%	2.56%	2.32%	2.29%	2.12%
RELIGION/GOSPEL	4.43%	0.90%	1.84%	1.91%	1.65%	1.77%	2.00%	1.76%	1.64%	1.44%	1.23%
JAZZ/NEW AGE	0.06%	2.31%	1.71%	1.28%	0.87%	-	-	-	-	-	-
CLASSICAL	0.33%	1.89%	1.48%	1.32%	1.41%	1.33%	1.37%	1.20%	1.39%	1.25%	1.30%
UNKNOWN/OTHERS	1.35%	0.35%	0.62%	0.55%	0.43%	0.56%	0.38%	0.24%	0.42%	0.41%	0.47%

CHANGES SINCE SPRING 1988

	Changes in Format Share			Change in 1/4 HR Totals	Change in # of Stations (89 vs. 88)
	Since 1988	Since 1985	Since 1980		
AC/OLDIES/SOFT ROCK	+ 4.1%	+ 16.3%	NA	+ 9.3%	-20 (- 3.3%)
TOP 40/CHR/CONTEMP	+ 9.5%	- 9.6%	NA	+14.0%	+ 3 (+ 1.0%)
AOR/CLASSIC	+ 0.6%	+ 10.4%	NA	+ 5.1%	+17 (+ 6.7%)
COUNTRY	+ 0.9%	- 3.2%	- 5.6%	+ 5.3%	-18 (- 4.0%)
NEWS/TALK	+ 2.8%	+ 14.3%	+ 3.5%	+ 7.2%	+28 (+20.7%)
BLACK/URBAN	- 19.2%	- 2.1%	- 14.4%	-15.7%	-16 (- 7.7%)
BEAUTIFUL/EASY	- 5.7%	- 28.1%	- 53.6%	- 1.7%	-15 (- 8.5%)
MOR/VARIETY	- 12.9%	- 34.6%	NA	- 9.0%	-28 (-13.4%)
NOSTALGIA	+ 0.6%	- 24.1%	NM	+10.2%	- 1 (- 0.8%)
SPANISH	- 7.6%	+ 24.6%	+ 42.6%	- 3.6%	+19 (+22.4%)
RELIGION/GOSPEL	- 3.7%	- 8.0%	+ 48.4%	+ 0.4%	+18 (+ 8.2%)
JAZZ/NEW AGE	+ 33.6%	NA	NA	+39.2%	+ 0 (+ 0.0%)
CLASSICAL	+ 12.1%	+ 8.0%	+ 3.9%	+17.2%	+ 2 (+ 5.4%)
UNKNOWN/OTHERS	+ 14.5%	+ 65.8%	NM	+17.7%	-14 (-12.6%)

BEST MARKETS FOR VARIOUS FORMATS

TOP 40/CHR/CONTEMP

(National Average: 15.98%)

1.	Waterloo-Cedar	41.8%
2.	Wheeling	37.4%
3.	Lubbock	33.2%
4.	Steubenville	32.8%
5.	Billings	32.0%
6.	Springfield, MO	30.3%
7.	Bloomington	30.3%
8.	Honolulu	29.9%
9.	South Bend	29.7%
10.	Erie	29.3%

AOR/CLASSIC

(National Average: 12.88%)

1.	Ann Arbor	25.9%
2.	Worcester	25.1%
3.	Lincoln	23.2%
4.	Denver	22.4%
5.	Nassau-Suffolk	21.9%
6.	Norfolk	21.0%
7.	Manchester	20.9%
8.	Fargo	20.9%
9.	Rochester	20.9%
10.	Cleveland	20.8%

AC/OLDIES/SOFT ROCK

(National Average: 18.59%)

1.	Nassau-Suffolk	33.3%
	Bridgeport	33.3%
3.	Reno	33.1%
4.	Boise	30.3%
5.	Springfield, MA	30.3%
6.	Johnstown	29.5%
7.	Lincoln	29.1%
8.	Minneapolis-St.	28.2%
9.	Topeka	26.9%
10.	Atlantic City	26.6%

MOR/VARIETY

(National Average: 4.59%)

1.	Bloomington	31.6%
2.	Evansville	24.0%
3.	Lincoln	20.4%
4.	Binghamton	20.1%
5.	South Bend	20.0%
6.	Des Moines	19.5%
7.	Cedar Rapids	19.5%
8.	Minneapolis-St.	19.0%
9.	Ann Arbor	18.5%
10.	Hartford	18.5%

COUNTRY

(National Average: 10.82%)

1.	Knoxville	39.0%
2.	John City-Kings	38.7%
3.	Huntington, WV	38.4%
4.	Huntsville	36.1%
5.	Lubbock	35.4%
6.	Terre Haute	34.9%
7.	Asheville	34.0%
8.	Billings	33.3%
9.	Sioux Falls	32.9%
10.	Topeka	32.1%

BLACK/URBAN

(National Average: 8.35%)

1.	Columbus, GA	37.1%
2.	Memphis	32.9%
3.	Savannah	32.5%
4.	Mobile	30.4%
5.	Montgomery	30.2%
6.	Fayetteville, N	26.5%
7.	Lafayette, LA	26.4%
8.	Jackson	26.2%
9.	Charleston, SC	26.1%
10.	Birmingham	25.8%

BEAUTIFUL/EASY

(National Average: 7.22%)

1.	Sarasota-Braden	27.1%
2.	West Palm Beach	24.0%
3.	Melbourne-Titus	23.6%
4.	Daytona Beach	19.7%
5.	Lakeland	18.8%
6.	Manchester	17.5%
7.	Allentown-Bethl	17.1%
8.	Canton	16.7%
9.	Altoona	15.9%
10.	Albany-Schenect	15.7%

NEWS/TALK

(National Average: 10.01%)

1.	St. Louis	23.9%
2.	Chicago	21.1%
3.	New York	20.1%
4.	Philadelphia	18.7%
5.	Boston	17.3%
6.	Providence	16.5%
7.	Los Angeles	15.1%
8.	Pueblo	14.7%
9.	Baltimore	14.1%
10.	Seattle-Tacoma	13.9%

NOSTALGIA

(National Average: 3.04%)

1.	Wilkes Barre-SC	15.7%
2.	Erie	12.5%
3.	Atlantic City	11.8%
4.	Waco	11.3%
5.	Tampa-St. Peter	9.5%
6.	Shreveport	9.2%
7.	Nassau-Suffolk	8.5%
8.	Utica-Rome	8.0%
9.	Johnstown	7.8%
10.	Sarasota-Braden	7.7%

RELIGION/GOSPEL

(National Average: 1.84%)

1.	Jackson	10.9%
2.	Lancaster	10.2%
3.	Memphis	9.9%
4.	Asheville	9.4%
5.	Macon	8.8%
6.	Birmingham	8.7%
7.	Fayetteville, N	8.4%
8.	Beaumont	7.8%
9.	Shreveport	7.2%
10.	New Orleans	7.0%

SPANISH

(National Average: 2.88%)

1.	Mcallen-Brownsv	40.4%
2.	Miami-Ft. Laude	20.1%
3.	El Paso	16.6%
4.	San Antonio	16.1%
5.	Corpus Christi	15.9%
6.	Fresno	15.6%
7.	Bakersfield	12.5%
8.	Salinas-Montere	12.4%
9.	Los Angeles	10.8%
10.	Oxnard-Ventura	10.7%

CLASSICAL

(National Average: 1.48%)

1.	San Francisco	4.8%
2.	Seattle-Tacoma	4.2%
3.	Ann Arbor	3.7%
4.	Denver	3.6%
5.	Albuquerque	3.5%
6.	Salinas-Montere	3.4%
7.	Anchorage	3.3%
8.	New York	3.2%
9.	Washington	3.2%
10.	San Jose	3.1%

JAZZ/NEW AGE

(National Average: 1.71%)

1.	San Francisco	5.8%
2.	San Diego	5.5%
3.	Sacramento	4.7%
4.	Seattle-Tacoma	4.5%
5.	Anchorage	4.3%
6.	Orlando	4.2%
7.	Los Angeles	4.2%
8.	Detroit	4.1%
9.	Sarasota-Braden	3.8%
10.	Las Vegas	3.5%

RADIO REPS AND THEIR LEADING STATIONS

This section attempts to rank the radio representatives by the ratings and revenue success of the stations they carry on their lists. For each time a rep had a leading station in a market it received one point. The number of stations/rep listed in each market depended on the market size. For markets one through ten, up to seven stations/reps were listed. In 100+ markets, only one or two stations/reps were listed.

The first table shows the number of stations a rep firm services which are among the leading facilities in its market. The second table shows the number of stations which the rep services which clearly rank number one in the ratings of its market.

I realize the limitations of a ranking like this. It penalizes reps which have small lists. It also doesn't cover reps which have the majority of their stations in unrated markets. It also ignores some stations which are very strong and very profitable (especially true in larger markets).

What this list does accomplish is that it indicates which rep firms have, to use a bridge term, the longest and strongest lists.

TABLE #1: REPS AND THEIR NUMBER OF HIGH RANKING STATIONS

	(7) 1-10	(6) 11-20	(5) 21-50	(4) 51-75	(3) 76-100	(2) 101-150	(1) 150+	S89 TOT	S88 TOT	S87 TOT	S86 TOT
1. Katz	11	12	23	13	16	21	8	104	(107)	(95)	(90)
2. Mc-Guild	7	10	16	10	9	11	14	77	(76)	(87)	(71)
3. Christal	9	6	17	10	6	13	3	64	(64)	(57)	(56)
4. Banner	6	4	8	6	7	9	6	46	(43)	(45)	(52)
5. Eastman	6	2	11	5	6	10	4	44	(48)	(51)	(50)
6. MMR	8	4	12	9	2	1	--	36	(36)	(29)	(27)
7. HNWH	3	5	7	1	3	10	1	30	(39)	(40)	(34)
8. Torbet	5	2	3	1	2	5	7	25	(24)	(35)	(33)
9. Republic	5	--	2	7	3	4	--	21	(22)	(12)	(13)
10. CBS	10	3	5	1	--	--	--	19	(13)	(14)	(16)
11. Durpetti	1	3	6	2	3	1	1	17	(20)	(15)	(16)
12. Group-W	3	3	2	--	--	--	--	8	(9)	(9)	(--)

TABLE #2: REPS AND THEIR "NUMBER ONE" STATIONS

	1-10	11-20	21-50	51-75	76-100	101-150	150+	S89 TOT	S88 TOT	S87 TOT	S86 TOT
1. Katz	3	1	7	8	6	14	8	47	(49)	(52)	(47)
2. Mc-Guild	--	1	3	2	6	4	14	30	(30)	(27)	(23)
3. Christal	2	--	6	3	4	5	3	23	(20)	(21)	(18)
4. Eastman	--	--	3	2	2	5	4	16	(21)	(22)	(24)
5. Banner	1	--	1	2	1	4	6	15	(13)	(15)	(17)
6. Torbet	3	1	--	--	--	3	7	14	(11)	(16)	(13)

HNWH, MMR -- 3 stations
Durpetti; CBS; Group W -- 2 stations

INDIVIDUAL STATION AUDIENCE BREAKDOWNS

In this section the audience composition of almost 850 stations is examined. This total equals nearly 10% of all commercial radio stations in the United States. The following information is included for each station:

TIME SPENT LISTENING (TSL): This figure shows the amount of time which an average listener spends with a given station. The total is given in hours instead of 1/4 hours.

This figure is derived by the following calculation: Average 1/4 HR audience times 504 (the number of quarter hours in the Broadcast Week). The resulting figure is divided by the weekly Metro Cume. This figure is divided by four to come up with a figure in hours.

TURN OVER RATIO (T/O RATIO): This figure roughly indicates the number of groups of people which contribute to the station's average audience. It is calculated by taking the Metro Cume (12+, Broadcast Week) and dividing it by the Metro 1/4 HR AVG (Broadcast Week).

PERCENT EXCLUSIVE CUME (% EXCL): This fascinating figure indicated the loyalty of a station's audience. It is calculated by dividing the exclusive cume (12+ Metro, Broadcast Week) by the Metro Cume (12+ Broadcast Week).

PERCENT 12-24, 54-54, 55+: As of Spring 1987, we have changed the ages covered in this breakdown. You may recall that in previous editions, the cells were Teens, 18-34, 18-49, and 50+. The changes were made for two reasons. First of all, the new Arbitron rating books make it easier to calculate these cells. Secondly, I think the new cells better reflect those which readers are most interested.

This figure is simply the percentage of a station's total audience (12+ Metro AQH, Broadcast Week) which lies in these demographic cells.

PERCENT MALE/FEMALE (%M, %F): The methodology is the same as that for 12-24, 25-54, etc.

Below are the means by format. Also included is the number of stations sampled.

		STAT	TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
CHR/CONTEMP	1989	136	9.0	14.1	11.4	52.9	42.8	4.3	41.2	58.9
	1988	123	9.0	14.0	12.8	55.1	42.3	2.6	41.1	56.1
	1987	-	9.0	14.0	12.8	56.9	42.4	.7	43.9	56.1
	1986	-	8.6	14.6	11.2	-	-	-	42.6	57.4
	1985	-	8.8	14.4	10.2	-	-	-	43.7	56.3
AOR/CLASSIC	1989	114	8.3	15.2	9.0	37.3	60.4	2.3	67.3	32.7
	1988	100	9.5	13.3	10.5	43.3	54.7	2.0	68.1	31.9
	1987	-	9.5	13.3	9.8	47.2	50.8	2.2	66.8	33.2
	1986	-	9.1	13.7	11.1	-	-	-	67.0	33.0
	1985	-	9.8	12.9	9.9	-	-	-	67.7	32.3
AC/SOFT/OLDIES	1989	128	7.9	15.9	7.2	15.4	75.5	9.1	40.6	59.4
	1988	115	8.6	14.7	8.5	17.6	72.5	7.5	40.4	59.6
	1987	-	8.1	15.2	8.2	-	-	-	42.5	58.0
	1986	-	8.8	14.3	8.1	-	-	-	41.5	58.5
	1985	-	8.5	14.8	7.4	-	-	-	41.1	58.9
BTFL/EZ	1989	63	11.1	11.4	15.6	3.8	40.8	55.4	38.4	61.6
	1988	64	11.2	11.3	16.9	2.8	37.9	59.3	39.1	60.9
	1987	-	11.5	11.0	16.4	3.4	40.1	56.5	40.3	59.7
	1986	-	11.7	10.7	14.4	-	-	-	39.0	61.0
	1985	-	11.8	10.7	13.7	-	-	-	39.0	61.0
MOR/VARIETY	1989	61	9.4	13.6	12.4	2.9	42.8	54.3	42.8	57.2
	1988	56	9.8	12.9	14.2	3.1	41.0	55.9	41.4	58.6
	1987	-	9.6	13.2	13.2	4.1	44.1	52.8	43.2	56.8
	1986	-	9.6	13.1	12.4	-	-	-	44.2	55.8
	1985	-	9.6	13.2	12.4	-	-	-	42.5	57.5
COUNTRY	1989	114	11.2	11.2	19.4	12.0	63.5	24.5	49.3	50.7
	1988	103	11.0	11.5	19.5	13.1	63.2	23.7	48.2	51.8
	1987	-	11.0	11.5	18.8	13.2	62.0	24.7	47.8	52.2
	1986	-	11.1	11.3	18.0	-	-	-	50.3	49.7
	1985	-	10.8	11.8	15.9	-	-	-	48.8	51.2
NEWS/TALK	1989	52	8.1	15.6	8.2	3.2	41.5	55.3	50.4	49.6
	1988	51	8.5	15.0	9.3	2.8	39.6	57.6	48.2	51.8
	1987	-	8.1	15.3	9.1	3.0	38.6	58.4	48.4	51.6
	1986	-	8.1	15.2	8.8	-	-	-	47.5	52.5
	1985	-	8.3	15.1	8.6	-	-	-	47.2	52.8
BLACK/URBAN	1989	49	10.8	11.7	12.6	42.5	52.0	5.5	46.8	53.2
	1988	48	11.4	11.1	14.8	45.6	49.7	4.7	45.9	54.1
	1987	-	11.9	10.6	13.6	47.2	47.2	5.6	45.0	55.0
	1986	-	11.7	10.7	12.3	-	-	-	45.0	55.0
	1985	-	11.3	11.2	11.1	-	-	-	46.3	53.7
NOSTALGIA	1989	25	10.8	11.6	13.6	0.8	18.9	80.3	44.3	54.7
	1988	21	10.7	11.9	14.7	1.0	20.7	78.3	41.2	58.8
	1987	-	10.9	11.6	13.8	1.1	22.8	76.1	43.4	55.6
	1986	-	11.9	10.6	14.1	-	-	-	46.0	54.0
	1985	-	10.9	11.6	12.8	-	-	-	-	-

		STAT	TSL	T/O RATIO	% EXCL	%12-24	%25-54	% 55+	% M	% F
RELIGION/GOSPEL	1989	20	7.7	16.2	10.8	8.9	58.8	67.7	33.2	66.8
	1988	21	8.3	15.1	11.8	11.0	54.1	34.9	31.7	68.3
	1987	-	8.9	14.2	14.3	10.8	53.1	36.1	32.2	67.8
	1986	-	8.9	14.2	10.0	-	-	-	30.9	69.1
	1985	-	8.5	14.9	8.8	-	-	-	36.3	63.7
CLASSICAL	1989	20	7.1	17.7	5.0	2.9	51.7	45.4	49.1	50.9
	1988	19	7.1	17.6	6.5	4.4	51.3	44.3	52.1	47.9
	1987	-	7.2	17.4	5.7	3.4	51.5	45.1	49.7	50.3
	1986	-	7.6	16.7	6.3	-	-	-	52.5	47.5
	1985	-	7.7	16.2	6.8	-	-	-	50.6	49.4
JAZZ/NAC	1989	23	7.6	16.5	5.1	10.0	82.1	7.9	54.7	45.3
	1988	21	7.4	16.9	4.8	8.8	84.0	7.2	58.7	41.3
	1987	14	6.9	18.3	5.7	9.4	80.3	10.3	54.2	45.8

CHR/TOP 40/CONTEMP

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
National Mean:		9.0	14.1	11.4	52.9	42.8	4.3	41.2	58.8
WKDD	Acron	9.6	13.1	9	38	60	2	45	55
WFLY	Albany	7.7	16.3	12	51	48	1	40	60
WAEB-F	Allen-Beth	9.7	13.0	9	45	53	2	40	60
KQIZ	Amarillo	9.8	12.9	13	56	37	7	40	60
KGOT	Anch	8.3	15.1	7	52	48	0	48	52
WAPW	Atlanta	9.8	12.9	15	65	35	0	41	59
WAYV	Atlantic City	11.0	11.5	11	34	56	10	36	64
WBBQ	Augusta	11.8	10.6	14	28	53	19	39	61
KBYS	Austin	8.9	14.1	11	61	38	1	41	59
WBSB	Baltimore	7.6	16.5	11	49	46	5	41	59
WGGZ	Baton Rouge	6.9	18.1	8	59	40	1	47	53
WAAL	Bingh	9.6	13.1	15	46	49	5	44	56
WAPI-F	Birm	8.1	15.5	10	66	30	4	52	48
WBNQ	Bloom	9.5	13.3	9	66	34	0	44	56
WXKS-F	Boston	9.0	14.0	7	50	48	2	38	62
WZOU	Boston	8.3	15.2	13	70	27	3	58	42
WKSE	Buff	8.3	15.2	10	60	38	2	33	67
KTRS	Casper	16.3	7.7	50	40	60	0	53	47
WSKZ	Chatt	13.5	9.3	24	62	38	0	48	52
WBBM-F	Chicago	6.5	19.5	6	64	34	2	47	53
WYTZ	Chicago	7.4	16.9	10	70	28	2	45	55
WKRQ	Cincinnati	9.0	13.9	10	53	47	0	36	64
L[illegible]KX	Colo Spg	6.3	20.1	6	51	48	1	46	54
WNOK	Colum SC	7.7	16.3	4	65	35	0	65	35
WNCI	Colum OH	11.7	11.7	15	46	53	1	39	61
WXGT	Colum OH	5.9	21.4	7	68	30	2	41	59
KHYI	Dallas	6.6	19.1	7	59	41	0	58	42
KEGL	Dallas	6.7	18.9	4	67	33	0	51	49
WPXR	Daven RI	10.4	12.1	20	62	36	2	35	65
WGTZ	Dayton	7.3	17.2	17	53	46	1	34	66
KRXY A/F	Denver	8.9	14.2	10	59	40	1	45	55
KQKS	Denver	7.7	16.5	8	77	21	2	49	51
KRNQ	Des Moines	8.2	15.4	19	58	39	3	38	62
WHYT	Detroit	5.3	23.9	5	55	43	2	34	66
WCZY	Detroit	5.6	22.3	5	37	60	3	33	67
KPRR	El Paso	11.9	10.6	14	76	24	0	51	49
WJET	Erie	11.8	10.7	20	56	38	6	40	60
WDAY-F	Fargo	11.2	11.2	13	59	41	0	48	52
WQSM	Fayette	9.8	12.8	11	47	48	5	41	59
WMEE	Ft. Wayne	10.8	11.6	18	51	46	3	41	59
KNGX	Fesno	6.6	19.1	4	58	42	0	44	56
WIXX	Green Bay	11.5	11.0	18	49	42	2	38	62
WKZL	Greens WS	7.9	16.0	7	52	47	1	42	58
WANS	Green SC	12.3	10.3	14	65	34	1	61	39
WNNK	Harris	10.7	11.8	16	38	54	8	36	64
WTIC-F	Hart	10.0	12.6	11	41	55	4	38	62
KKBQ-F	Houston	7.2	17.5	7	58	40	2	38	62
KRBE-F	Houston	6.6	19.0	4	64	35	1	53	47
KKHT	Houston	6.6	19.1	4	60	38	2	50	50
WKEE-F	Hunt WV	10.9	11.6	20	67	29	4	39	61
WZYP	Hunts AL	10.4	12.1	21	51	48	1	46	54
WZPL	Indy	7.9	15.9	13	65	35	0	30	70
WAP[illegible]-F	Jacksonville	9.9	12.7	18	55	41	4	45	55
WQU[illegible]	JC-King	11.2	11.3	18	47	49	3	42	58
[illegible]-R	Kalamazoo	9.7	12.9	21	58	39	3	38	62
KBEQ	Kansas City	7.7	12.3	10	53	46	1	45	55
KXXR	Kansas City	10.4	12.1	9	61	27	12	47	53
KSMB	Lafayette LA	10.7	11.8	14	52	48	0	42	58
WLAN-F	Lanc	9.0	14.0	12	35	58	7	42	58
WVIC A/F	Lansing	9.3	13.5	13	54	45	1	39	61

CHR/TOP 40/CONTEMP Continued

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
National Mean:		9.0	14.1	11.4	52.9	42.8	4.3	41.2	58.8
KLUC	LV	9.2	13.6	13	54	43	3	32	68
WLAP-F	Lexington	10.0	12.5	6	39	59	2	39	61
WBLI	Long Island	9.2	13.7	10	35	60	5	25	75
WDJX	Louisville	10.4	12.1	17	59	39	2	37	63
KPWR	LA	9.1	13.9	8	58	39	3	44	56
KIIS-F	LA	6.0	21.1	5	45	52	3	38	62
KQLZ	LA	8.0	15.8	5	55	44	1	59	41
WAYS	Macon	9.8	12.9	16	37	50	13	51	49
WZEE	Madison	9.9	12.8	16	59	30	11	33	64
KBFM	McAllen	12.0	10.5	21	61	36	3	41	59
WMC-F	Memphis	6.9	18.3	6	30	69	1	44	56
WHQT	Miami	14.3	8.8	18	46	52	2	47	53
WPOW	Miami	9.5	13.3	7	59	37	4	50	50
WHYI	Miami	8.2	15.4	9	40	50	10	47	53
WKTI	Milwaukee	8.7	14.5	9	40	58	2	29	71
WLOL	Minn-SP	6.6	19.2	3	59	40	1	45	55
KDWB-F	Minn-SP	7.5	16.9	4	66	30	4	37	63
WABB-F	Mobile	9.8	12.8	14	54	45	1	53	47
WYHY	Nashville	11.1	11.4	15	65	31	4	43	57
WKCI	New Haven	8.9	14.2	14	44	46	10	39	61
WEZB	New Orleans	10.2	12.4	14	52	47	1	32	68
WHTZ	NY	8.4	15.1	9	53	45	2	40	60
WPLJ	NY	5.6	22.4	4	48	50	2	40	60
WQHT	NY	9.3	13.5	7	48	48	4	50	50
WNVZ	Norfolk	8.4	15.0	13	53	43	4	46	54
WGH	Norfolk	6.8	18.7	5	72	24	4	36	64
KJYO	Oklahoma City	7.6	16.6	10	63	36	1	46	54
KOKQ	Omaha	8.9	14.2	14	54	45	1	37	63
WBJW A/F	Orlando	6.5	19.5	8	55	40	5	35	65
KCAQ	Oxnard	9.8	12.8	13	73	27	0	37	63
WKZW	Peoria	8.7	14.4	18	56	41	3	43	57
WEGX	Philadelphia	7.2	17.4	7	55	41	4	42	58
WIOQ	Philadelphia	7.5	16.9	5	66	32	2	42	58
KZZP	Phoeniz	8.3	15.1	12	64	35	1	39	61
WBZZ	Pittsburgh	9.0	14.1	11	41	56	3	36	64
KKRZ	Port O	8.0	15.8	14	67	33	0	40	60
WERZ	Ports NH	7.8	16.1	5	29	67	4	38	62
WPRO-F	Providence	10.1	12.5	11	46	50	4	36	64
WRVQ	Richmond	8.5	14.8	12	39	60	1	45	55
KGGI	River-SB	9.1	13.8	10	47	46	7	48	52
WXLK	Roanoke	9.8	12.9	16	34	60	6	46	54
WPXY A/F	Rochester	9.0	14.0	12	58	41	1	37	63
WZOK	Rock	10.1	12.5	17	50	47	3	35	65
KSFM	Sacramento	7.5	16.7	7	47	50	3	45	55
WIOG	Sag-BC	13.1	9.6	22	44	54	2	46	54
WKBQ	St. Louis	7.9	16.0	11	77	22	1	29	71
KDOH-F	Sal-Mont	8.8	14.2	9	61	33	6	41	59
KCPX-F	Salt Lake	6.4	19.7	8	63	37	0	39	61
KITY	San Antonio	8.3	15.2	10	69	31	0	51	49
KTFM	San Antonio	6.7	18.9	8	54	43	3	46	54
KKLQ A/F	San Diego	8.7	14.4	9	54	44	1	48	52
KFMB-F	San Diego	6.8	18.7	6	26	71	3	47	53
KMEL	SF	7.9	15.9	7	62	35	3	50	50
KXXX	SF	5.9	21.3	6	64	31	4	43	57
KITS	SF	8.1	15.5	5	46	53	1	65	35
KPLZ	Seattle	7.4	17.0	13	75	24	1	64	36
KUBE	Seattle	7.5	16.8	8	51	49	0	33	67
WNDU-F	South Bend	9.4	13.3	10	55	40	5	51	49
KZZU-F	Spokane	10.3	12.2	21	56	42	2	39	61
KWTO-F	Springfield MO	13.8	9.1	27	67	33	0	44	56

CHR/TOP 40/CONTEMP Continued

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
National Mean:		9.0	14.1	11.4	52.9	42.8	4.3	41.2	58.8
WNTQ	Syracuse	10.2	12.4	9	54	43	3	35	65
WRBQ A/F	Tampa	11.0	11.4	16	42	52	6	38	62
WMHE	Toledo	6.6	19.2	6	45	51	4	30	70
KRQQ	Tucson	13.0	9.7	28	58	37	5	40	60
KAYI	Tulsa	9.2	13.7	11	73	27	0	49	51
WAVA	Washington	6.3	20.1	7	56	43	1	48	52
WPGC	Washington	10.3	12.2	9	47	52	1	47	53
WRQX	Washington	6.5	19.3	7	62	35	3	37	63
KFMW	Water-CF	10.7	11.8	14	54	45	0	33	67
WOMP-F	Wheeling	11.8	10.7	23	58	40	2	36	64
KKRD	Wichita	9.4	13.4	14	63	37	0	43	57
WKRZ	WB/Soran	9.5	13.3	10	44	49	7	40	60
WSTW	Wilm DE	8.7	14.5	4	27	70	3	40	60
WHOT-F	Young	10.7	11.8	16	40	54	6	40	60

AOR/CLASSIC

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
National Mean:		8.3	15.2	9.0	37.3	60.4	2.3	67.3	32.7
WPYX	Albany	9.9	12.7	11	37	61	2	66	34
KZRR	Albuquerque	8.7	14.5	8	36	64	0	67	33
WZZO	Allen-Beth	11.6	10.9	10	40	60	0	66	34
KWHL	Anch	12.7	9.9	9	37	63	0	63	37
WIQB	Ann Arbor	6.4	19.6	6	36	64	0	59	41
WAPL	Apple-Osh	13.5	9.3	15	43	57	0	68	32
WKLS	Atlanta	7.7	16.3	8	39	60	1	66	34
KLBJ-F	Austin	8.2	15.4	3	33	63	4	67	33
WIYY	Baltimore	10.2	12.4	7	37	61	2	69	31
WZRR	Birm	12.1	10.4	12	35	65	0	65	35
WBCN	Boston	9.0	14.1	5	44	53	3	66	34
WZLX	Boston	7.4	17.1	3	34	63	3	53	57
WGR-F	Buffalo	12.1	10.4	15	50	49	1	74	26
WAVF	Char SC	11.5	11.0	8	43	57	0	85	15
WKLC	Char WV	10.4	12.2	13	48	49	3	74	26
WRFX	Charlotte	10.5	12.0	12	27	73	0	64	36
WCKG	Chicago	8.4	15.0	2	38	62	0	70	30
WLUP-F	Chicago	8.7	9.0	3	35	64	1	59	41
WXRT	Chicago	9.9	12.7	3	21	76	3	73	27
WEBN	Cincinnati	10.1	12.5	10	44	54	2	66	34
WMMS	Cleveland	10.7	11.7	8	33	64	3	60	40
WNCX	Cleveland	11.8	10.7	5	30	69	1	79	21
KILO	Colo Spg	7.8	19.5	6	38	62	0	75	25
WLVQ	Columbus OH	10.2	12.4	9	37	63	0	70	30
KTXQ	Dallas	7.2	17.5	4	35	62	3	70	30
KZEW	Dallas	7.0	17.9	4	43	57	0	85	15
WXLP	Daven RI	10.7	11.7	13	51	49	0	67	33
WTUE	Dayton	10.0	12.7	9	31	67	2	69	31
KBCO-F	Denver	12.5	10.1	7	16	84	0	61	39
KBPI	Denver	5.8	21.6	2	52	45	3	51	49
KAZY	Denver	10.2	12.4	8	43	57	0	81	19
KGGO	Des Moines	13.0	9.7	22	43	56	1	70	30
WLLZ	Detroit	6.9	18.3	5	44	55	1	78	22
WRIF	Detroit	6.7	18.7	3	36	63	1	76	24
WCSX	Detroit	7.9	16.0	3	18	80	2	73	27
KLAQ	El Paso	10.1	12.5	16	47	53	0	78	22
WXKE	Ft. Wayne	9.7	13.0	13	54	46	0	71	29
KKDJ	Fresno	8.7	14.6	11	44	56	0	61	39
WLAV-F	Grand Rapids	9.3	13.6	6	42	58	0	67	33
WKRR	Greens WS	12.3	10.3	13	45	53	2	68	32

AOR/CLASSIC Continued

National Mean:		8.3	15.2	9.0	37.3	60.4	2.3	67.3	32.7
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
WHCN	Hart	8.0	15.8	4	34	63	3	71	29
KZFX	Houston	7.7	16.3	3	17	83	0	61	39
KLOL	Houston	9.8	12.8	6	29	70	1	78	22
WFBQ	Indy	12.8	9.8	16	34	65	1	69	31
WFYV	Jkville	11.3	11.1	14	27	72	1	77	23
WRKR	Kalamazoo	11.9	10.6	12	18	80	2	64	36
KYYS	Kansas City	7.5	16.7	2	36	63	1	72	28
WIMZ A/F	Knoxville	9.3	13.6	19	25	65	10	60	40
KKLZ	LV	9.4	13.4	6	29	71	0	73	27
WKQQ	Lexington	10.9	11.5	8	40	60	0	74	26
KTGL	Lincoln	9.0	14.0	4	37	63	0	76	24
WBAB	Long Island	7.9	16.0	4	38	59	3	67	33
KLOS	LA	8.4	15.0	3	24	75	1	79	21
KLSX	LA	5.5	23.0	2	18	79	3	70	30
KROQ	LA	7.4	17.0	5	68	32	0	61	39
WQMF	Louisville	9.9	12.7	15	42	57	1	61	39
WIBA-F	Madison	8.6	14.6	7	43	53	4	62	38
WEGR	Memphis	12.9	9.7	18	31	69	0	75	25
WGTR	Miami	8.4	15.0	4	33	67	0	70	30
WLZR A/F	Milwaukee	7.7	16.4	4	64	36	0	69	31
WKLH	Milwaukee	8.2	15.4	7	25	74	1	59	41
WQFM	Milwaukee	6.9	18.4	4	45	50	5	72	28
KQRS A/F	Minn-SP	8.8	14.3	3	40	58	2	73	27
KTCZ	Minn-SP	7.7	16.3	6	17	83	0	55	45
KDJK	Modesto	13.1	9.6	14	38	62	0	78	22
WKDF	Nashville	11.3	11.2	13	38	60	2	62	38
WNEW-F	NY	9.3	13.5	9	24	70	6	60	40
WXRK	NY	7.8	16.2	5	36	63	1	43	57
WNOR-F	Norfolk	9.9	12.7	9	60	38	2	76	24
WAFX	Norfolk	14.2	8.9	8	34	66	0	67	33
KATT	Oklahoma City	9.4	13.4	12	43	57	0	77	23
KEZO-F	Omaha	11.9	10.6	13	35	62	3	72	28
WDIZ	Orlando	7.3	17.3	5	34	63	3	78	22
WHTQ	Orlando	11.3	11.1	11	46	53	1	65	35
WWCT	Peoria	12.2	10.4	16	44	55	1	67	33
WMMR	Philadelphia	8.9	14.2	5	29	68	3	66	34
WYSP	Philadelphia	7.2	17.5	2	32	68	0	69	31
KDKB	Phoenix	6.0	21.0	4	30	65	5	68	32
KUPD	Phoenix	10.7	11.8	9	57	40	3	68	32
WDVE	Pittsburgh	9.8	12.8	7	47	52	1	74	26
WMYG	Pittsburgh	9.2	13.7	6	30	69	1	70	30
WBLM	Port M	9.2	13.6	10	48	51	1	57	43
KINK	Port O	8.9	14.2	39	8	90	2	51	49
KGON	Port O	10.4	12.1	8	39	58	3	83	17
WHEB-F	Ports NH	8.1	15.6	5	41	54	5	59	41
WHJY	Providence	12.4	10.2	13	52	45	3	75	25
WRDU	Raleigh	10.3	12.2	12	35	63	2	72	28
WRXL	Richmond	10.8	11.7	15	35	65	0	63	37
WROV-F	Roanoke	13.9	9.1	19	26	74	0	64	36
WCMF	Rochester	13.5	9.3	15	50	49	1	67	33
KRXQ	Sacramento	8.9	14.2	10	60	40	0	64	36
KZAP	Sacramento	8.7	14.4	19	11	85	4	74	26
KSHE	St. Louis	10.5	12.0	14	46	52	2	66	34
KSD	St. Louis	7.9	15.9	4	28	71	1	61	39
KISS	San Antonio	7.6	16.6	8	52	46	2	66	34
KGB	San Diego	12.3	10.3	10	39	61	0	73	27
KRQR	SF	7.6	16.6	7	32	68	0	75	25
KFOG	SF	6.1	20.4	2	17	83	0	63	37
KOME	San Jose	8.2	15.4	6	37	63	0	64	36
KISW	Seattle	8.6	14.7	7	45	55	0	79	21

AOR/CLASSIC Continued

National Mean:		8.3 TSL	15.2 T/O RATIO	9.0 % EXCL	37.3 % 12-24	60.4 % 25-54	2.3 % 55+	67.3 % M	32.7 % F
KXRX	Seattle	8.8	14.4	2	28	71	1	76	24
WAQX-F	Syracuse	9.4	13.4	11	58	41	1	69	31
WYNF	Tampr	11.6	10.9	9	45	53	2	70	30
WKRL	Tampa	8.3	15.2	10	34	64	2	73	27
WZZQ	Terre Haute	11.3	11.2	19	52	46	2	64	36
WIOT	Toledo	11.9	10.6	10	48	52	0	73	27
KMOD	Tulsa	12.2	10.3	17	34	66	0	69	31
WOUR	Utica	13.4	9.4	12	38	60	2	73	27
WWDC-F	Washington	5.9	21.5	6	42	56	2	74	26
WCXR	Washington	6.7	18.9	6	31	68	1	59	41
KICT	Wichita	8.7	14.5	8	41	59	0	55	45
WEZX	WB/Scran	11.3	11.2	13	39	58	3	74	26
WAAF	Worc	11.6	10.9	18	56	42	2	68	32

AC/SOFT/OLDIES

National Mean:		7.9 TSL	15.9 T/O RATIO	7.2 % EXCL	15.4 % 12-24	75.5 % 25-54	9.1 % 55+	40.6 % M	59.4 % F
WKLI	Albany	8.8	14.3	7	24	71	5	31	69
KKOB-F	Albuquerque	7.3	17.3	5	24	66	10	35	65
WLEV	Allen-Beth	10.9	11.6	9	9	79	12	45	55
KEAG	Anch	9.5	13.2	12	5	95	0	50	50
WSB-F	Atlanta	9.5	13.3	9	22	73	5	36	64
WFOX	Atlanta	7.4	16.9	6	8	89	3	52	48
WQXI-F	Atlanta	4.7	26.8	2	19	73	8	51	49
WZNY	Augusta	9.2	13.8	14	15	81	4	40	60
KKMJ	Austin	9.0	14.0	9	13	78	9	30	70
WWMX	Baltimore	9.8	12.9	6	17	78	5	43	57
WMJJ	Birm	11.2	11.3	16	13	82	5	34	66
KCIX	Boise	15.2	8.3	15	11	85	4	40	60
WODS	Boston	6.6	19.0	8	14	78	8	42	58
WSSH-F	Boston	8.7	14.5	7	9	77	14	32	68
WMJX	Boston	7.9	15.9	3	23	72	5	29	71
WROR	Boston	6.0	21.0	6	9	81	10	46	54
WEBE	Bridge	9.1	13.9	5	13	78	9	32	68
WEZN	Bridge	12.1	10.4	11	4	59	37	38	62
WBUF	Buffalo	11.4	11.1	8	10	76	14	36	64
WXTC	Char SC	10.3	12.3	12	10	85	5	51	49
WLMZ	Chatt	10.4	12.1	10	16	84	0	44	56
WLIT	Chicago	9.8	12.8	5	9	76	15	38	62
WJMK	Chicago	6.5	19.3	7	11	79	10	52	48
WKQX	Chicago	7.1	17.7	4	25	69	6	36	64
WTMX	Chicago	7.4	16.9	4	10	83	7	37	63
WFYR	Chicago	5.7	22.2	3	19	79	2	47	53
WWNK-F	Cincinnati	8.7	14.5	7	34	62	4	24	76
WRRM	Cincinnati	10.0	12.6	4	27	67	6	32	68
WLTF	Cleveland	9.9	12.8	9	22	65	23	32	68
WNJI	Cleveland	8.5	14.9	6	14	77	9	50	50
WSNY	Colum OH	9.3	13.6	9	16	80	4	40	60
KVIL A/F	Dallas	12.5	10.1	12	7	77	16	29	71
KLUV	Dallas	7.1	17.7	7	14	85	1	46	54
KQZY	Dallas	8.0	15.7	6	20	69	11	30	70
KZPS	Dallas	7.0	17.9	4	18	80	2	70	30
KMGC	Dallas	7.0	18.0	5	23	70	7	66	34
WWSN	Dayton	9.2	13.7	7	18	68	14	39	61
KXKL A/F	Denver	9.1	13.8	11	12	85	3	48	52
KMJI	Denver	8.1	15.6	4	8	92	0	36	64
KLYF	Des Moines	9.0	13.9	10	3	97	0	33	67

AC/SOFT/OLDIES Continued

National Mean:		7.9	15.9	7.2	15.4	75.5	9.1	40.6	59.4
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
WNIC	Detroit	6.5	19.5	4	25	60	15	34	66
WOMC	Detroit	6.2	20.3	6	13	79	8	36	64
WLTI	Detroit	7.9	15.9	4	12	71	17	31	69
WKSG	Detroit	6.8	18.5	5	14	86	0	50	50
WXKC	Erie	9.0	14.0	10	6	84	10	49	51
WCRZ	Flint	10.8	11.6	10	11	85	4	40	60
WAJI	Ft. Wayne	9.3	13.5	6	23	50	27	30	70
KFSO	Fresno	8.8	14.4	14	8	88	4	65	35
WLHT	Grand Rapids	9.9	12.7	7	16	82	2	31	69
WMAG	Greens-WS	9.2	13.8	14	17	83	0	38	62
WFBC-F	Green SC	9.4	13.4	10	8	61	32	38	62
WMYI-F	Green SC	10.3	12.2	14	24	75	1	42	58
WIOF	Hart	9.1	13.9	5	19	75	6	26	74
WDRC-F	Hart	7.9	16.0	7	13	81	6	52	48
KLTR	Houston	8.0	15.7	4	10	83	7	46	54
KLDE	Houston	6.0	21.2	4	7	91	2	53	47
WENS	Indy	8.5	14.9	6	30	62	8	35	65
WKLR	Indy	9.7	12.9	9	9	88	3	52	48
WAIV	Jkville	7.5	16.7	16	21	71	8	44	56
WIVY	Jkville	7.1	17.7	8	18	77	5	36	64
WTFM	JC-King	10.0	12.6	16	18	74	8	46	54
KUDL	Kansas City	7.9	15.9	8	18	75	7	56	44
KLSI	Kansas City	9.0	14.0	5	14	80	6	35	65
WMYU	Knox	9.8	12.8	12	16	76	8	40	60
WFMK	Lansing	8.6	14.6	5	25	75	0	28	72
KMZQ	LV	8.3	15.2	9	28	70	2	36	64
WALK A/F	Long Island	12.4	10.2	10	10	76	14	40	60
KOST	LA	8.6	14.7	5	24	64	12	30	70
KBIG	LA	9.2	13.8	8	15	69	16	32	68
KRTH	LA	7.0	17.9	5	13	80	7	56	44
WVEZ	Louisville	7.8	16.1	7	11	69	20	36	64
WMGN	Madison	8.8	14.4	6	26	72	2	29	71
WRVR-F	Memphis	10.7	11.8	10	7	86	7	41	59
WMXJ	Miami	10.4	12.1	9	9	86	5	58	42
WAXY	Miami	7.4	17.0	6	17	75	8	40	60
WLVE	Miami	7.9	15.9	3	15	79	6	35	65
WJQY	Miami	9.3	13.5	8	8	65	27	33	67
WMYX	Milwaukee	7.8	16.1	1	31	67	2	35	65
WZTR	Milwaukee	8.1	15.6	6	15	85	0	48	52
KSTP-F	Minn-SP	9.9	12.7	7	13	80	7	38	62
KLXK	Minn-SP	5.7	22.2	6	19	76	5	49	41
WLAC-F	Nashville	9.2	13.7	8	23	67	10	37	63
WLTS	New Orleans	11.1	13.4	7	10	85	5	29	71
WCBS-F	NY	8.6	14.6	7	8	83	9	53	47
WLTW	NY	9.9	12.7	6	11	69	20	30	70
WNSR	NY	7.9	16.0	4	16	75	9	43	57
WLTY	Norfolk	8.0	15.8	12	25	72	3	60	40
WSTF	Orlando	10.8	11.7	8	15	76	9	40	60
WKSZ	Philadelphia	9.3	13.5	6	8	66	26	43	57
WMGK	Philadelphia	8.0	15.8	4	13	74	13	38	62
WOGL	Philadelphia	7.3	17.2	4	9	83	8	58	42
WSNI	Philadelphia	6.6	19.1	6	18	70	12	34	66
KKLT	Phoenix	8.2	15.4	7	14	70	16	30	70
KOOL-F	Phoenix	6.1	20.6	6	10	87	3	59	41
WLTJ	Pittsburgh	9.8	12.8	5	16	72	12	35	65
WWSW	Pittsburgh	9.9	12.7	8	9	82	9	50	50
KKCW	Port O	9.0	14.0	12	18	77	5	43	57
WWLI	Providence	11.3	11.2	12	4	81	15	36	64
WRAL	Raleigh	8.8	14.3	6	13	75	12	25	75
WSLQ	Roanoke	5.4	23.3	3	24	76	0	46	54

AC/SOFT/OLDIES Continued

National Mean:		7.9	15.9	7.2	15.4	75.5	9.1	40.6	59.4
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
WVOR	Roch	10.3	12.2	10	19	67	14	36	64
KXOA-F	Sacramento	8.6	14.6	7	17	78	5	29	71
WHNN	Sag-BC	10.5	12.0	11	22	77	1	44	56
KYKY	St. Louis	7.6	16.7	5	21	75	4	36	64
KWAV	Sal-Mont	5.7	22.0	6	15	75	10	47	53
KMMX	San Antonio	8.7	14.4	3	20	76	4	34	66
KYXY	San Diego	7.8	16.1	7	12	76	12	23	77
KCBQ A/F	San Diego	5.6	22.7	5	15	81	4	38	62
KOIT A/F	SF	7.9	15.9	6	15	75	10	33	67
KIOI-F	SF	7.6	16.6	5	26	67	7	39	61
KYA-F	SF	6.2	20.4	2	9	88	3	65	35
KARA	San Jose	8.4	14.9	3	15	83	2	55	45
KEZR	San Jose	8.4	15.0	4	27	68	5	37	63
KBSG	Seattle	8.1	15.5	6	8	89	3	59	41
KLSY A/F	Seattle	7.9	16.0	4	16	75	9	29	71
WHYN-F	Spg MA	11.1	11.4	7	24	66	10	29	71
WYYY	Syracuse	8.4	15.0	9	23	74	3	38	62
WWRM	Tampa	8.6	14.6	11	4	49	47	41	59
WUSA	Tampa	9.6	13.1	6	6	78	16	41	59
WNLT	Tampa	9.4	13.4	5	30	64	6	45	55
WXTR	Washington	6.7	18.7	5	14	83	3	53	47
WLTT	Washington	6.8	18.4	3	9	90	1	48	52
WASH	Washington	7.8	16.1	9	11	76	13	43	57
WRMF	W. Palm	12.2	10.4	14	16	74	10	49	51
WMGS	WB/Scran	8.5	14.9	8	27	59	14	33	67
WJBR-F	Wilm DE	8.5	14.8	7	8	77	15	41	59
WARM	York	11.5	11.0	8	14	74	12	41	59

BTFL/EZ

National Mean:		11.1	11.4	15.6	3.8	40.8	55.4	38.4	61.6
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
WROW-F	Albany	13.3	9.5	16	0	24	76	33	67
WFMZ	Allen	15.1	8.3	22	4	41	55	40	60
WPCH	Atlanta	10.6	11.9	15	22	54	24	31	69
WLIF	Baltimore	11.9	10.6	17	2	38	60	41	59
WJIB	Boston	11.2	11.2	12	2	35	63	34	66
WJYE	Buffalo	10.8	11.7	12	11	49	40	34	66
WHBC-F	Canton	13.9	9.0	19	8	38	54	42	58
WDEF-F	Chatt	10.7	11.8	18	2	42	56	38	62
WXEZ-F	Chicago	9.2	13.7	6	3	36	61	37	63
WWEZ	Cincinnati	12.1	10.4	15	3	28	69	36	64
WQAL	Cleveland	10.4	12.2	15	3	27	70	34	66
KMEZ	Dallas	11.0	11.5	13	5	37	58	43	57
WWLV	Daytona	14.3	8.8	23	0	21	79	33	67
KOSI	Denver	10.3	12.2	11	3	48	49	40	60
WJOI	Detroit	10.5	12.0	11	7	37	56	37	63
WEZV	Ft. Wayne	8.7	14.5	7	7	37	56	32	68
WOOD-F	Grand Rapids	10.4	12.1	13	2	43	55	40	60
WRCH	Hart	10.4	12.1	12	3	37	60	44	56
KOMU A/F	Hono	12.4	10.2	13	10	56	34	43	57
KODA	Houston	10.6	11.9	13	3	67	31	48	52
WXTZ	Indy	9.9	12.8	14	4	48	48	33	67
WQLR	Kalamazoo	10.5	12.0	12	0	60	40	45	55
KMBR	Kansas City	10.7	11.8	13	5	52	43	41	59
WEZK	Knox	11.1	11.4	20	2	45	53	39	61
WEZY	Lakeland	15.9	7.9	56	3	24	73	43	57

BTFL/EZ Continued

National Mean:		11.1	11.4	15.6	3.8	40.8	55.4	38.4	61.6
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
WNCE	Lanc	11.2	11.2	14	5	40	55	38	62
KXTZ	LV	11.9	10.6	25	6	41	53	53	47
KEZQ-F	Little Rock	10.8	11.7	20	0	53	47	38	62
KJOI	LA	9.9	12.7	10	2	38	60	34	66
WZID	Manchester	11.6	10.9	15	12	57	31	36	64
WLYF	Miami	13.8	9.1	22	2	28	70	40	60
WEZW	Milwaukee	10.4	12.1	7	2	36	62	39	61
KBEE	Modesto	13.6	9.3	26	4	28	68	33	67
WZEZ	Nashville	10.4	12.1	16	4	53	43	42	58
WPAT A/F	NY	10.8	11.7	10	2	26	72	43	57
WFOG	Norfolk	12.8	9.8	19	2	47	51	44	56
KKNG	Oklahoma City	10.4	12.1	18	1	53	46	42	58
KESY	Omaha	13.0	9.7	15	4	37	59	43	57
WSSP	Orlando	12.8	9.8	17	1	33	66	38	62
WMEZ	Pnesa	10.4	12.1	13	6	44	50	42	58
WSWT	Peoria	10.6	11.9	14	5	39	56	34	66
WEAZ	Philadelphia	9.5	13.3	6	10	60	30	42	58
KMEO A/F	Phoenix	9.7	13.0	14	1	29	70	33	67
WSHH	Pittsburgh	12.2	10.3	14	1	29	70	41	59
KXL-F	Port O	9.1	13.9	14	2	40	58	37	63
WLKW	Providence	14.0	9.0	19	1	28	71	33	67
WTVR-F	Richmond	10.2	12.3	13	3	37	60	40	60
KDUO	River-SB	13.9	9.0	22	1	37	62	45	55
KCTC	Sacramento	12.1	10.4	20	1	50	49	40	60
WGER	Sag-BC	9.4	13.5	9	0	51	49	42	58
KEZK	St. Louis	11.8	10.7	10	4	43	53	38	62
KSFI	Salt Lake	8.0	15.7	10	14	45	41	36	64
KQXT	San Antonio	8.5	14.8	8	5	42	53	28	72
KJQY	San Diego	11.0	11.4	11	2	49	49	48	52
KABL A/F	SF	9.8	12.8	9	1	34	65	34	66
KBAY	San Jose	10.1	12.5	7	2	60	38	36	64
WDUV	Sarasota	15.2	8.3	31	4	7	89	37	63
KBRD	Seattle	10.3	12.2	7	4	42	54	35	65
KBEZ	Tulsa	10.1	12.4	19	0	56	44	33	67
WGAY	Washington	9.5	13.2	11	4	45	51	35	65
WEAT A/F	W. Palm	13.6	9.2	31	0	14	86	35	65
WSRS	Worc	10.3	12.3	15	7	40	53	33	67
WKBN-F	Young	11.7	10.7	10	3	58	39	36	64

MOR/VARIETY

National Mean:		9.4	13.6	12.4	2.9	42.8	54.3	42.8	57.2
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
WAKR	Akron	7.1	17.9	11	2	29	69	38	62
WGY	Albany	9.3	13.5	13	3	38	59	33	67
KKOB	Albuquerque	10.7	11.8	17	3	56	41	45	55
WFBG	Altoona	6.2	20.4	9	14	56	30	50	50
WNBY	Apple-Osh	6.2	20.2	2	0	57	43	50	50
WSB	Atlanta	8.5	14.9	10	2	43	55	46	54
WNBF	Bingh	12.6	10.0	18	5	23	72	33	67
WJBC	Bloom	13.7	9.2	22	2	40	58	31	69
WBZ	Boston	8.7	14.5	10	2	39	59	34	66
WICC	Bridge	8.1	15.5	10	6	56	38	36	64
WBEN	Buffalo	8.8	14.3	9	1	43	56	44	56
WHBC	Canton	11.6	10.8	10	1	42	57	39	61
WMT	Cedar Rapids	12.8	9.8	20	0	24	76	39	61
WBT	Charlotte	10.0	12.6	16	2	37	61	45	55
WGN	Chicago	10.9	11.4	10	2	37	61	43	57

MOR/VARIETY Continued

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
National Mean:		9.4	13.6	12.4	2.9	42.8	54.3	42.8	57.2
WKRC	Cincinnati	8.1	15.6	8	5	40	55	39	61
WLW	Cincinnati	9.4	13.5	9	6	54	40	61	39
WTVN	Colum OH	8.9	14.2	15	4	66	28	44	56
WHO	Des Moines	10.7	11.8	13	3	41	56	48	52
WJR	Detroit	9.5	13.3	11	3	41	57	48	52
WIKY-F	Evansville	11.6	10.9	19	1	47	52	33	67
WOWO	Ft. Wayne	8.0	15.7	11	2	51	47	50	50
WOOD	Grand Rapids	10.6	11.8	15	2	44	54	36	64
WHP	Harris	8.9	14.2	15	2	30	68	42	58
WTIC	Hart	10.7	11.8	12	3	35	62	40	60
KSSK	Hono	10.3	12.3	19	5	77	18	47	53
WIBC	Indy	11.7	10.7	20	3	41	56	40	60
WKZO	Kalamazoo	7.6	16.8	7	4	44	52	44	56
KMBZ	Kansas City	7.5	16.8	7	8	36	56	55	45
WVLK	Lexington	9.4	13.5	14	0	53	47	39	61
KFOR	Lincoln	10.3	12.3	14	0	49	51	46	54
WHAS	Louisville	8.6	14.7	16	4	57	39	44	56
WIBA	Madison	6.9	18.2	9	3	53	44	55	45
WTMJ	Milwaukee	10.4	12.0	6	2	37	61	45	55
WCCO	Minn-SP	9.8	12.8	11	3	39	58	51	49
WELI	New Haven	11.1	11.4	13	3	36	61	32	68
KFAB	Omaha	10.7	11.7	23	1	32	67	40	60
WDBO	Orlando	11.6	10.8	11	1	31	68	39	61
WMBD	Peoria	9.0	14.1	11	2	39	59	40	60
KDKA	Pittsburgh	9.9	12.7	9	3	37	60	41	59
KEX	Port O	9.4	13.3	14	3	63	34	44	56
WPTF	Raleigh	9.8	12.9	9	1	38	61	39	61
WRVA	Richmond	12.8	9.8	20	5	42	53	41	59
WHAM	Roch	9.6	13.1	10	1	35	64	50	50
WROK	Rockford	8.6	14.7	15	4	46	50	40	60
WSGW	Sag-BC	12.5	10.1	15	7	47	46	47	53
KSL	Salt Lake	6.2	20.2	7	9	50	41	54	46
KFMB	San Diego	8.4	15.1	8	6	61	33	60	40
KNBR	SF	6.3	19.9	4	7	52	41	56	44
KOMO	Seattle	7.9	15.9	10	2	52	46	39	61
WSBT	South Bend	14.3	8.8	19	0	37	63	39	61
WSTV	Steuben	11.3	11.1	13	0	35	65	28	72
WSYR	Syracuse	10.4	12.1	13	1	37	62	43	57
WSPD	Toledo	8.0	15.7	8	0	20	80	30	70
KRMG	Tulsa	10.2	12.4	19	3	46	51	51	49
WMAL	Washington	9.2	13.7	10	0	35	65	42	58
WARM	WB/Scranton	7.8	16.1	10	5	44	51	38	62
WDEL	Wilm DE	9.9	12.7	13	2	29	69	42	58
WTAG	Worc	7.6	16.7	13	0	27	63	44	56
WSBA	York	9.1	13.8	10	0	51	49	36	64
WKBN	Young	11.4	11.1	9	4	33	63	45	55

COUNTRY

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
National Mean:		11.2	11.2	19.4	12.0	63.5	24.5	49.3	50.7
KRST	Albuquerque	13.3	9.5	17	12	72	16	47	53
WWNC	Ashville	11.1	11.4	23	2	38	60	41	59
WKHX	Atlanta	11.4	11.0	21	17	68	15	44	56
WYAY	Atlanta	9.8	12.9	18	19	71	10	47	53
KASE	Austin	12.1	10.4	21	21	69	10	49	51
KUZZ A/F	Bakers	12.3	10.3	17	16	64	20	51	49
WPOC	Baltimore	12.3	10.2	22	15	53	32	49	51
WYNK A/F	Baton Rouge	12.6	10.0	20	10	64	26	44	56
KCTR A/F	Billings	14.7	8.6	19	10	75	15	40	60
WZZK A/F	Birm	12.7	9.9	31	16	61	13	51	49

COUNTRY Continued

National Mean:		11.2	11.2	19.4	12.0	63.5	24.5	49.3	50.7
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
WYRK	Buffalo	11.1	11.3	21	7	59	32	45	55
WEZL	Char SC	13.0	9.7	26	11	56	33	59	41
WQBE-F	Char WV	13.7	9.2	29	8	62	30	49	51
WSOC-F	Charlotte	13.9	9.1	23	16	50	34	46	54
WLVK	Charlotte	9.1	13.9	9	16	68	16	43	57
WUSY	Chatt	11.0	11.4	21	13	68	19	43	57
WUSN	Chicago	8.8	14.4	11	5	66	29	47	53
WUBE	Cincinnati	10.1	12.5	14	11	61	28	51	49
WGAR-F	Cleveland	11.1	11.4	17	8	64	28	45	55
KKCS A/F	Colo Spg	10.5	12.0	15	23	67	10	41	59
WCOS-F	Colum SC	11.7	10.8	22	17	59	24	52	48
KOUL	Corpus C	10.6	11.8	13	17	70	13	50	50
KSCS	Dallas	9.8	12.9	13	16	69	15	65	35
KPLX	Dallas	10.1	12.5	15	14	68	18	63	37
WBAP	Dallas	9.6	13.1	11	3	55	42	57	43
WLLR	Daven RI	12.5	10.1	21	13	58	29	48	52
WHKO	Dayton	9.8	12.8	11	15	58	27	36	64
KYGO-F	Denver	11.5	10.9	12	15	75	10	54	46
KJJY A/F	Des Moines	13.4	8.4	18	13	70	17	48	52
WWWW	Detroit	10.0	12.6	16	7	54	39	44	56
KHEY-F	El Paso	11.7	10.8	11	17	69	14	48	52
KUGN-F	Eugene	14.5	8.7	27	9	61	30	48	52
WYNG	Evansville	13.8	9.1	17	12	65	23	54	46
KFGO	Fargo	10.2	12.3	14	4	52	44	52	48
KFRE-F	Fresno	9.8	12.9	25	14	56	30	47	53
WCUZ-F	Grand Rapids	8.8	14.4	15	6	87	7	54	46
WTQR	Greens-WS	13.1	9.6	25	11	65	24	49	51
WESC-F	Green SC	9.7	12.9	21	14	57	29	47	53
WRKZ	Harris	11.5	11.0	15	0	63	37	52	48
KDEO	Hono	13.9	9.1	16	23	64	13	45	55
KIKK-F	Houston	8.9	14.2	10	16	65	19	48	52
KILT-F	Houston	10.4	12.1	13	15	70	15	51	49
WTCR A/F	Hunt WV	14.4	8.7	25	11	61	28	45	55
WDRM	Hunt AL	14.5	8.7	27	10	65	25	45	55
WBHP	Hunts AL	9.4	13.4	20	30	67	3	36	64
WFMS	Indy	12.8	9.8	20	11	59	30	46	54
WMSI	Jackson MS	14.0	9.0	29	10	69	21	47	53
WQIK-F	Jkville	12.4	10.1	32	6	66	28	59	41
WXBQ	JC-King	12.8	9.8	25	10	71	19	45	55
WDAF	Kansas City	14.0	9.0	26	2	54	44	50	50
KFKF-F	Kansas City	10.3	12.3	12	15	74	11	46	54
WIVK A/F	Knox	15.2	8.3	28	11	53	36	45	55
WPCV	Lake	10.7	10.5	33	14	69	17	58	42
WITL	Lansing	15.4	8.2	24	12	68	20	46	54
KFMS A/F	LV	13.0	9.7	26	5	69	26	52	48
WVLK-F	Lexington	12.8	9.9	25	16	59	25	52	48
KSSN	Little Rock	12.2	10.3	30	23	61	26	48	52
KZLA	LA	8.4	15.0	13	8	69	23	51	49
WAMZ	Louisville	12.0	10.5	23	10	68	22	51	49
KLLL-F	Lubbock	14.0	9.0	21	16	66	18	45	55
WDEN-F	Macon	15.9	7.9	38	18	58	24	45	55
KTXF	McAllen	14.1	8.9	16	31	56	13	42	58
WGKX	Memphis	10.7	11.7	23	13	66	21	53	47
WKIS	Miami	8.9	14.2	18	5	64	31	56	44
WMIL	Milwaukee	10.4	12.1	17	8	72	20	49	51
KEEY	Minn-SP	10.9	11.5	11	20	62	18	50	50
WKSJ-F	Mobile	13.9	9.1	25	8	55	37	43	57
KMIX-F	Modesto	10.3	12.3	11	11	72	17	53	47
WLWI	Mont AL	12.1	10.4	27	3	67	30	40	60
WSM-F	Nash	10.8	11.7	24	11	59	30	46	54

COUNTRY Continued

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
National Mean:		11.2	11.2	19.4	12.0	63.5	24.5	49.3	50.7
WSIX-F	Nash	10.5	12.0	19	12	60	28	43	57
WYNY	NY	8.1	15.5	9	5	69	26	43	57
WCMS-F	Norfolk	13.2	9.5	23	11	63	26	55	45
KXXY A/F	Oklahoma City	11.7	10.8	22	20	62	18	41	59
WOW-F	Omaha	11.7	10.8	12	5	69	26	55	45
WWKA	Orlando	12.7	9.9	30	13	61	26	53	47
WOWW	Pensa	15.6	9.0	19	13	59	28	48	52
WXTU	Philadelphia	9.3	13.5	11	7	58	35	46	54
KNIX A/F	Phoenix	11.9	10.6	22	8	60	32	53	47
WDSY	Pittsburgh	11.1	11.4	10	17	60	23	51	49
WPOR A/F	Port M	14.3	8.8	32	6	54	40	53	47
KUPL-F	Port O	12.5	10.1	18	7	63	30	47	53
WOKQ	Ports NH	9.9	12.7	16	8	57	35	50	50
KCCY	Pueblo	9.6	13.2	18	12	64	24	50	50
WQDR	Raleigh	10.5	12.1	15	15	61	24	53	47
WYYD	Roanoke	14.6	8.6	30	10	55	35	48	52
WBEE	Roch	12.1	10.4	20	10	61	29	40	60
KRAK-F	Sacramento	10.5	12.1	17	16	70	14	56	44
WKCQ	Sag-BC	10.5	12.0	13	8	68	24	53	47
WIL-F	St. Louis	10.4	12.2	16	7	67	26	49	51
KKAT	Salt Lake	10.2	12.4	14	27	67	6	41	59
KCYY	San Antonio	9.8	12.8	15	19	68	13	48	52
KAJA	San Antonio	9.6	13.1	11	26	64	10	39	61
KSON-F	San Diego	10.7	11.8	12	12	67	21	54	46
KSAN	SF	8.5	14.8	9	10	78	12	57	43
WCHY	Savannah	16.6	7.6	35	7	78	15	54	46
KMPS A/F	Seattle	10.2	12.3	11	14	60	76	49	51
KRPM A/F	Seattle	8.5	14.9	15	16	68	16	48	52
KRMD A/F	Shreve	10.3	12.2	21	15	62	23	39	61
KDRK	Spokane	10.2	12.3	19	18	64	18	46	54
KTTS-F	Spg MO	11.1	11.4	23	10	65	25	45	55
WQYK A/F	Tampa	12.6	10.0	21	2	56	42	52	48
WTHI-F	Terre Haute	14.2	8.9	28	7	52	41	42	58
WKKO	Toledo	11.0	11.5	17	7	68	25	45	55
KTPK	Topeka	11.7	10.8	17	15	60	25	57	43
KIIM	Tucson	11.1	11.4	21	5	65	30	42	58
KVOO	Tulsa	9.3	13.5	22	10	66	24	55	45
KWEN-F	Tulsa	9.7	13.0	15	14	64	22	50	50
WMZQ A/F	Washington	10.3	12.2	15	8	68	24	47	53
WIRK	W. Palm	11.6	10.9	19	8	75	17	73	27
WWVA	Wheeling	9.9	12.7	22	0	38	62	45	55
KFDI-F	Wichita	8.7	14.6	19	6	56	38	49	51
KZSN	Wichita	10.4	12.2	17	23	60	17	42	58
WQXK	Young	15.2	8.3	20	9	63	28	43	57

NEWS/TALK

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
National Mean:		8.1	15.6	8.2	3.2	41.5	55.3	50.4	49.6
WNIR-F	Akron	10.5	11.9	8	6	44	50	43	57
WGST	Atlanta	7.4	17.0	6	9	53	38	59	41
WBAL	Baltimore	9.4	13.4	9	5	34	61	50	50
WERC	Birm	10.5	12.0	12	1	48	51	62	38
WRKO	Boston	10.5	12.0	6	3	41	56	49	51
WEEI	Boston	6.6	19.1	7	1	32	67	54	46
WNDH	Boston	9.4	13.4	4	2	32	66	39	61
WBBM	Chicago	6.5	19.4	7	2	41	57	53	47
WMAQ	Chicago	5.0	25.3	3	5	40	55	61	39
WLUP-A	Chicago	7.3	17.3	2	28	65	7	71	29

NEWS/TALK Continued

National Mean:		8.1	15.6	8.2	3.2	41.5	55.3	50.4	49.6
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
WCKY	Cincinnati	9.6	13.1	9	1	32	67	40	60
WWWE	Cleveland	7.1	17.9	4	6	54	40	66	34
KRLD	Dallas	7.1	17.8	10	2	42	56	41	59
KLIF	Dallas	9.5	13.3	5	2	56	42	68	32
WHIO	Dayton	9.1	13.9	14	4	58	38	42	58
KOA	Denver	7.7	16.4	7	4	50	46	52	48
WWJ	Detroit	7.1	17.6	8	2	31	67	52	48
WXYT	Detroit	10.4	12.1	9	4	39	57	40	60
KMJ	Fresno	10.9	11.5	17	2	43	55	46	54
KTRH	Houston	7.6	16.7	10	3	49	48	60	40
KPRC	Houston	7.8	16.1	3	3	49	48	47	53
KCMO	Kansas City	8.9	14.2	8	3	51	46	56	44
KABC	LA	9.5	13.3	5	4	35	61	45	55
KNX	LA	5.9	21.5	5	3	47	50	58	42
KFWB	LA	5.5	23.1	8	2	36	62	44	56
WIOD	Miami	11.0	11.4	4	9	47	44	60	40
WNWS	Miami	9.2	13.8	7	0	26	74	40	60
WINZ	Miami	8.5	14.9	10	0	21	79	38	62
WISN	Milwaukee	8.2	15.3	4	1	34	65	43	57
WWL	New Orleans	8.1	15.5	11	2	61	37	56	44
WABC	NY	8.2	15.4	5	3	34	63	50	50
WCBS	NY	6.2	20.3	5	1	42	57	46	54
WINS	NY	5.9	21.2	7	3	41	56	46	54
WOR	NY	10.1	12.4	6	0	24	76	28	72
KTOK	Oklahoma City	10.0	12.6	18	0	26	74	46	54
KYW	Philadelphia	6.4	19.6	7	3	38	59	46	54
WCAU	Philadelphia	6.5	19.5	4	2	35	63	58	42
KTAR	Phoenix	13.2	14.0	11	2	38	60	54	46
WTAE	Pittsburgh	7.7	16.4	4	1	43	66	54	46
KXL	Port O	8.7	14.4	11	3	36	61	44	56
KOH	Reno	10.1	12.5	16	0	69	31	58	42
KFBK	Sacramento	10.7	11.8	12	4	39	57	55	45
KMOX	St. Louis	12.3	10.3	16	2	33	65	43	57
WOAI	San Antonio	10.1	12.5	13	0	30	70	55	45
KSDO	San Diego	10.3	12.3	8	1	42	57	51	49
KGO	SF	8.9	14.2	9	2	53	45	46	54
KCBS	SF	6.7	18.9	8	4	41	55	51	49
KIRO	Seattle	8.0	15.8	11	6	42	52	57	43
WFLA	Tampa	10.1	12.5	12	2	47	51	58	42
WTOP	Washington	5.7	22.1	5	6	60	34	52	48
WWRC	Washington	8.3	15.2	7	4	33	63	40	60
WJNO	W. Palm	8.5	14.9	10	0	21	79	50	50

BLACK/URBAN

National Mean:		10.8	11.7	12.6	42.5	52.0	5.5	46.8	53.2
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
WVEE	Atlanta	12.8	9.8	15	36	60	4	69	31
WXYV	Baltimore	12.0	10.5	14	41	56	3	48	52
KQXL	Baton Rouge	13.2	9.6	18	42	55	3	55	45
KHYS	Beaumont	13.7	9.2	25	44	50	6	37	63
WENN	Birm	10.9	11.6	7	34	52	14	41	59
WWWZ	Char SC	10.3	12.2	11	43	54	3	50	50
WPEG	Charlotte	13.2	9.5	20	32	65	3	49	51
WGCI-F	Chicago	11.1	11.4	14	41	50	9	48	52
WVAZ	Chicago	12.7	9.9	12	20	75	5	37	63
WBLZ	Cincinnati	8.0	15.7	11	52	45	3	42	58

BLACK/URBAN Continued

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
National Mean:		10.8	11.7	12.6	42.5	52.0	5.5	46.8	53.2
WZAK	Cleveland	12.4	10.1	18	49	47	4	39	61
WWDM	Colum SC	15.2	8.3	19	39	54	7	46	54
WFXE	Colum GA	8.8	14.4	9	33	60	7	53	47
KKDA-F	Dallas	11.1	11.4	10	52	44	4	57	43
KJMZ-F	Dallas	8.4	15.1	3	65	35	0	46	54
WJLB	Detroit	11.7	10.7	11	46	52	2	40	60
WZFX	Fayette NC	13.5	9.3	16	40	58	2	58	42
WDZZ	Flint	13.0	9.7	21	35	54	11	37	63
WQMG	Greens-WS	9.3	13.6	6	41	55	4	49	51
WLWZ	Green SC	14.9	8.5	33	46	49	5	52	48
WIKS	Green NC	13.1	9.6	29	49	42	9	53	47
KMJQ	Houston	14.8	8.5	15	46	51	3	48	52
WTLC	Indy	12.5	10.1	18	25	69	6	43	57
WJMI	Jackson MS	14.0	9.0	12	42	53	5	48	52
KJLH	LA	8.5	14.8	8	42	57	1	42	58
WHRK	Memphis	11.3	11.1	12	54	36	0	52	48
KRNB	Memphis	7.3	17.2	2	58	38	4	49	51
WEDR	Miami	7.8	16.2	4	29	67	4	41	59
WBLX	Mobile	15.6	8.1	15	45	50	5	50	50
WQQK	Nashville	10.7	11.8	17	38	58	4	50	50
WQUE A/F	New Orleans	9.4	13.4	8	44	50	6	55	45
WYLD-F	New Orleans	11.4	11.0	11	42	50	8	49	51
WRKS	NY	9.8	12.8	8	52	44	4	40	60
WBLS	NY	7.5	16.7	6	34	59	7	45	55
WOWI	Norfolk	11.1	11.4	14	37	57	6	53	47
WJHM	Orlando	11.6	10.9	9	55	43	2	52	48
WUSL	Philadelphia	11.8	10.7	12	49	46	5	43	57
WDAS-F	Philadelphia	10.0	12.6	5	33	60	7	41	59
WAMO-F	Pittsburgh	11.6	10.8	23	46	48	6	49	51
WFXC	Raleigh	8.0	15.7	11	48	51	1	47	53
WCDX	Richmond	14.6	8.6	20	51	44	5	44	56
KMJM	St. Louis	12.7	9.9	16	50	46	4	40	60
KSOL	SF	6.5	19.5	5	54	42	4	40	60
WEAS	Savannah	16.0	7.9	19	44	47	9	48	52
KDKS	Shreveport	11.7	10.8	20	43	47	10	39	61
WANM	Talla	19.1	6.6	10	41	48	11	50	50
WHUR	Washington	7.1	17.8	3	16	64	20	55	45
WDJY	Washington	6.6	19.1	5	65	35	0	36	64
WKYS	Washington	10.2	12.4	5	20	74	6	38	62

HISPANIC

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
National Mean:		10.8	11.6	14.0	12.7	61.5	25.8	44.2	55.8
KXKS	Albuquerque	11.6	10.9	13	14	43	43	57	43
WOJO	Chicago	12.6	10.0	18	24	60	16	51	49
WIND	Chicago	10.1	12.5	12	22	63	15	59	41
KUNO	Corpus C	15.3	8.3	31	0	40	60	40	60
KESS	Dallas	8.4	15.0	11	11	71	18	33	67
KBNA A/F	El Paso	12.7	12.8	12	14	67	19	38	62
KAMA	El Paso	12.0	10.5	11	11	48	41	36	64
KLAT	Houston	7.4	17.1	13	10	79	11	21	79
KXYZ	Houston	10.3	12.3	15	21	69	10	33	67
KLVE	LA	8.9	14.2	7	26	70	4	49	51
KTNQ	LA	11.4	11.0	14	17	69	14	59	41
KWKW	LA	13.3	9.5	12	8	78	14	55	45
KSKQ-F	LA	9.0	14.0	11	13	60	27	41	59
KGBT	McAllen	12.1	10.4	19	6	45	49	37	63
KIWW-F	McAllen	10.8	11.6	11	15	70	15	43	57

HISPANIC Continued

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
National Mean:		10.8	11.6	14.0	12.7	61.5	25.8	44.2	55.8
KBOR	McAllen	11.5	10.9	19	13	54	33	46	54
WAQI	Miami	16.9	7.4	15	5	44	51	43	57
WQBA	Miami	14.3	8.8	13	0	26	74	37	63
WCMQ-F	Miami	11.1	11.4	10	7	72	21	39	61
WADO	NY	13.6	9.3	16	3	60	37	36	64
WSKQ-F	NY	17.4	7.2	18	16	81	3	47	53
WKDM	NY	7.7	16.3	7	13	80	7	27	73
WJIT	NY	7.2	17.6	11	19	60	21	41	59
KOXR	Oxnard	12.3	10.2	12	8	78	14	73	27
KCTY	Sal-Mont	9.3	13.6	9	30	64	6	58	42
KCOR	San Antonio	16.1	7.8	23	5	48	47	49	51

CLASSICAL

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
National Mean:		7.1	17.7	5.0	2.9	51.7	45.4	49.1	50.9
KLEF	Anch	6.8	18.4	3	0	100	0	70	30
WCRB	Boston	7.6	16.6	5	4	68	28	62	38
WFMT	Chicago	6.7	18.9	2	2	54	44	52	48
WNIB	Chicago	5.8	21.9	1	4	38	58	52	48
WCLV	Cleveland	8.2	15.3	10	2	40	58	36	64
WRR	Dallas	7.1	17.9	6	7	69	24	42	58
KVOD	Denver	9.0	13.9	6	0	44	66	49	51
WQRS	Detroit	8.2	15.4	5	1	46	53	48	52
KFAC	LA	6.7	18.9	4	7	48	45	56	44
WTMI	Miami	7.0	17.9	12	0	35	65	50	50
WQXR	NY	6.6	19.0	6	1	38	61	49	51
WNCN	NY	7.2	17.5	3	3	62	35	53	47
WFLN	Philadelphia	7.6	16.5	5	2	54	44	48	52
KBOQ	Sal-Sea	8.2	15.4	2	8	41	51	38	62
KFSD	San Diego	8.5	14.9	3	3	53	44	43	57
KKHI A/F	SF	7.9	15.9	7	3	36	61	53	47
KDFC A/F	SF	6.9	18.2	3	9	51	40	51	49
KING-F	Seattle	8.8	14.4	4	6	52	42	55	45
WXCR	Tampa	9.9	12.7	7	0	35	65	35	65
WGMS A/F	Washington	7.4	16.9	5	1	70	29	40	60

NOSTALGIA

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
National Mean:		10.8	11.6	13.6	0.8	18.9	80.3	44.3	54.7
WITH	Baltimore	8.8	14.3	5	0	15	85	57	43
WECK	Buffalo	13.5	9.4	14	0	7	93	40	60
WJJD	Chicago	10.9	11.5	11	1	21	78	42	58
WRMR	Cleveland	9.8	12.8	10	1	17	82	44	56
KEZW	Denver	11.4	11.0	18	0	12	88	45	55
CKLW	Detroit	11.3	11.2	11	1	15	84	49	51
WEYZ	Erie	11.7	10.8	14	0	15	85	47	53
KQUE	Houston	11.8	10.7	11	1	40	59	43	57
KJLA	Kansas City	8.3	15.3	6	0	20	80	45	55
WHLI	Long Island	15.6	8.1	6	0	16	84	50	50
KMPC	LA	7.9	15.9	6	3	34	63	51	49
WOKY	Milwaukee	11.6	10.9	11	3	19	78	41	59
WAVZ	New Haven	11.9	10.5	16	0	15	85	55	45
WBYU	New Orleans	14.3	8.8	26	0	27	73	40	60
WNEW	NY	9.1	13.8	9	1	28	71	46	54
WPEN	Philadelphia	13.5	9.4	10	0	11	89	40	60
KOY	Phoenix	7.8	16.2	8	0	28	72	45	55
WJAS	Pittsburgh	10.3	12.3	16	0	23	77	45	55
WYNZ	Port M	10.8	11.6	31	5	20	75	48	52

NOSTALGIA Continued

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
National Mean:		10.8	11.6	13.6	0.8	18.9	80.3	44.3	54.7
KFRC	SF	8.3	15.3	11	3	32	65	41	59
KIXI	Seattle	8.9	14.2	12	0	20	80	37	63
WMAS	Spg MA	11.2	11.2	19	0	10	90	37	63
WGUL A/F	Tampa	11.8	10.7	18	0	10	90	46	54
WDAE	Tampa	15.9	7.9	26	0	10	90	36	64
WNAK	WB/Scran	21.3	5.9	14	1	8	91	37	63

RELIGION/GOSPEL

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
National Mean:		7.7	16.2	10.8	8.9	58.8	67.7	33.2	66.8
WBGR	Baltimore	9.9	12.8	6	10	50	40	31	69
WDJC	Birm	7.2	17.6	22	6	75	19	32	68
WROL	Boston	6.8	18.4	2	2	28	70	39	61
KHVN	Dallas	12.0	10.5	12	13	59	28	25	75
KOJO	Dallas	9.2	13.7	24	25	71	3	22	78
WMUZ	Detroit	7.0	17.9	12	4	76	20	38	62
WFUR-F	Grand Rapids	5.9	21.3	6	5	40	55	37	63
WEMM	Hunt, WV	9.1	13.8	22	0	65	35	40	60
WDAC	Lanc	12.6	10.0	19	9	50	41	32	68
WJMM	Lexington	5.8	21.8	5	0	66	34	33	67
WLOK	Memphis	11.8	10.6	6	10	59	31	37	63
WBOK	New Orleans	16.1	7.8	20	14	41	45	22	78
WWDJ	NY	7.6	16.5	6	26	54	20	13	87
WFME	NY	7.1	17.8	4	10	49	41	45	55
WZZD	Philadephia	4.0	31.8	0	10	72	18	35	65
WPIT-F	Pittsburgh	8.3	15.2	13	0	83	17	28	72
KPDQ-F	Port O	7.7	16.5	10	6	64	30	41	59
KFAX	SF	6.1	20.7	4	10	39	51	33	67
KCMS-F	Seattle	7.0	18.0	11	16	78	6	38	62
WYCB	Washington	11.2	11.2	12	1	56	37	42	58

JASS/NAC

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
National Mean:		7.6	16.5	5.1	10.0	82.1	7.9	54.7	45.3
KLSK	Albuq/SF	7.2	17.4	3	12	88	0	50	50
KNIK	Anch	7.9	15.9	9	38	62	0	62	38
WNUA	Chicago	7.7	16.4	4	7	84	9	57	43
WNWV	Cincinnati	6.8	18.9	4	6	76	18	43	57
KOAI	Dallas	8.5	14.9	5	11	84	5	66	34
KHIH	Denver	9.3	13.6	6	13	86	1	57	43
WJZZ	Detroit	7.9	15.9	4	9	76	15	54	46
WVAE	Detroit	7.3	17.3	3	21	74	5	49	51
KTWV	LA	6.9	18.3	5	4	83	13	27	73
KKGO	LA	7.8	16.2	1	4	67	29	78	22
WXDJ	Miami	8.3	15.3	5	7	81	12	60	40
WBZN A/F	Milwaukee	7.9	16.0	7	12	80	8	48	52
WQCD	NY	8.4	15.0	5	6	91	3	58	42
WLOQ	Orlando	8.8	14.3	6	15	83	2	46	54
KGRX	Phoenix	7.4	17.1	4	13	86	1	55	45
KKCY	Port O	6.6	19.1	9	3	83	14	49	51
KQPT	Sacramento	7.6	16.5	4	5	89	6	57	43
KSWV	San Diego	6.1	20.5	7	13	73	14	45	55
KIFM	San Diego	6.4	20.0	3	10	86	4	62	38
KKSF	SF	7.0	18.1	5	7	90	3	58	42
KBLX	SF	7.7	16.3	2	7	86	7	54	46
KNVA	Seattle	10.3	12.2	11	1	95	4	57	43
WHVE	Tampa	9.5	13.3	6	7	85	8	67	33

SECTION B

INDIVIDUAL MARKET REPORTS

NOTE: Following these definition pages the Individual Market Reports can be found in alphabetical order.

DEFINITIONS, CLARIFICATIONS AND EXPLANATIONS

NOTE: Even long-term subscribers should read these pages very carefully. There have been numerous changes and additions to American Radio. It will greatly increase your understanding of the Individual Market Reports if you are familiar with the systems and methodologies used.

The best way to explain and Individual Market Report is to go through it section by section. We will use an imaginary market and will start with the top of the market report on the far left.

Arbitron Rank/Pop (12+): 49/512,000
MSA Rank/Pop: 44/601,000
ADI #50
Average Person Rating: 18.4
Market TSL: 24.5 hours

The Arbitron rank is the 12+ population of the Arbitron metro survey area. The rank number (49 in this case) is the ranking among the 270 Arbitron Standard radio markets.

The MSA (metropolitan Statistical Area) rank is shown along with the total estimated population. Where the market has been split into two or more MSA's all of the MSA's are listed.

The Arbitron ADI ranking can be found directly below the MSA rank.

The ARP is the Average Person Rating. The ARP indicated the percentage of the 12+ population which is using radio from 6 am-midnight, Mon-Sun (the Broadcast Week). The ARP is roughly comparable to television's Persons Viewing Television (PVT) figures.

The market TSL shows the "Time Spent Listening" by the average radio listener in the market. In this case, the average listener spends 24.5 hours listening to radio.

Stations: 27/20
Diaries: 701/730:1/53.5%
Sample Target: 647
% Below Line: 3.3
% Not Listed: 8.6

There were 27 stations listed in the rating book for this market. Of those 27 a total of 20 stations were listed above the line (home to Arbitron metro). Thus a total of seven stations were licensed to cities outside of the metro, but they still qualified for inclusion in the rating book. You should be aware that some stations now appear above the line by virtue of its chosen home city of identification rather than by its FCC authorized city of license.

The information on the "Diaries" is a bit complex, but it is all very important:

1st figure: 701 - the number of usable (in-tab) diaries returned from the market's metro

2nd figure: 730 - in the metro there was one diary returned for every 730 people 12+

3rd figure: 53.5% - total returned (in-tab) diaries expressed as a percentage of the total individuals who were sent a diary.

The sample target shows a number of in-tab diaries designated for the metro. This is basically Arbitron's goal for returned diaries. Remember that this number represents total diaries and does not necessarily refer to any individual demo. It is not a percentage of total people contacted. It is a percentage of total people sent diaries.

The % below line figure indicated the percentage of total radio listening earned by below the line stations.

This figure would reflect listening to distant stations, non-commercial and public stations, and local stations which did not have enough audience to qualify for listing in the book.

This figure along with the "% Below the Line" figures indicate how much listening in the market is not available to the local commercial stations. This could have an affect on CPM's and also the effectiveness and salability of local radio.

Est. 1988 Revenue: $14,500,000
HH Income: $25,700
Retail $: 3.5 Bil
Pop Per Station: 25,600
#1 Biller: WAAA $2,000,000

The revenue estimates are based upon calculations made in the 1989 edition of Duncan's Radio Market Guide. The figures are gross and they do not include trades.

HH Income means Consumer Spendable Income per household. This market's estimate is $25,700.

Total retail sales in the market are estimated at 3.5 billion dollars.

The data comes from Sales & Marketing Management and they are dated 1 October, 1988.

The population per Station shows the number of people (12+) per metro area radio station. The figure is calculated by dividing 12+ metro population by the number of "above-the-line" stations.

The #1 Biller shows the station I believe is the leading biller in the market and its estimated 1988 gross revenue. This data is extracted from the 1989 edition of Duncan's Radio Market Guide.

12+METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPR 88	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPR 88	% 25-54 CON-VERSION	BIRCH SHARE	BURCH AQH	BIRCH CUME
1. WAAA-F (AC)	513/10.0	8.1	9.3	8.1	7.5	8.9	527/6596	6262/20.4	19.6	16.3	133	7.8	457	4209

All of the figures in this section are based upon the Broadcast Week (Mon-Sun, 6 am-midnight). The audience figures are in hundreds. The ratings and shares are always percentages.

Next to the station's calls is a format code. The legend for this code is as follows:

CHR	-	Contemporary Hit Radio, Top 40, Contemporary
AC	-	Adult Contemporary
O	-	Oldies (1955 to 1987)
B	-	Black (audience predominatly black -- over 75%)
U	-	Urban (majority of audience is non-white although a large segment is white)
EZ	-	Easy Listening, Beautiful Music
AOR	-	Album Oriented Rock, also includes Classic Rock
CL	-	Classical
C	-	Country
T	-	Talk
N	-	News
SP	-	Hispanic/Spanish
BB	-	Big Band/Nostalgia
M	-	Middle of the Road (MOR), Full Service, Variety
J/NA	-	Jazz, New Age
R	-	Religion, Christian, Christian Music
G	-	Gospel
E		Ethnic
??	-	Other, Unknown

Then reading from left to right: WAAA has 51,300 listeners per quarter hour in the metro. This earns the station 10.0% share of audience during the latest rating period. Historical shares follow along with a four-book average for those markets with quarterly measurement.

Next is the TSA 1/4 Hour Average and Weekly cume. Then the Metro Cume and Cume Rating is shown. WAAA's cume rating is 20.4%. This means that 20.4% of this market's population (12+) listens to WAAA for five minutes or more during a given week. Historical cume ratings follow.

The 25-54% Conversion shows the ratio between each station's 25-54 share and its 12+ share. WAAA's 25-54 share is 133% of its 12+ share. This figure shows each station's ability to convert its total share (12+) into the shares of what is currently the most sought after demo.

Next is the Latest Birch audience data for each station.

12+ METRO SHARE (METRO): 76.96% (3732 of 4849) (Spg. 88: 76.10%)

These figures show how well FM radio is doing in the market--at least as far as listening levels are concerned. To calculate these figures I simply added up the Mon-Sun, 6 am-midnight, quarter hour numbers of all listed stations and divided it into the total numbers for the FM stations. There is, of course, listening to stations which do not qualify for a listing in the Arbitron report for the market. However, by definition this amount is small and it should not significantly affect the percentages.

DEMOGRAPHIC AND DAYPART RANKINGS

Directly below the FM Share figures are 21 demo and daypart rankings. The number of stations listed depends upon the size of the market. I am not allowed to print actual ratings figures per my agreement with Arbitron. All of these rankings are based on 1/4 HR. AVG. The criteria for the rankings is as follows:

TEENS: Ages 12-17, Mon-Sun, 6A-MID, Metro
18-34: Adults 18-34, Mon-Sun, 6A-MID, Metro
18-49: Adults 18-49, Mon-Sun, 6A-MID, Metro
25-49: Adults 25-49, Mon-Sun, 6A-MID, Metro
25-54: Adults 25-54, Mon-Sun, 6A-MID, Metro
35+ : Adults 35+, Mon-Sun, 6A-MID, Metro
12+ AMD: Total persons, 12+, Mon-Fri, Metro, 6A-MID
12+ MID: Total persons, 12+, Mon-Fri, Metro, 10A-3P
12+ PMD: Total persons, 12+, Mon-Fri, Metro, 3P-7P
12+ EVE: Total persons, 12+, Mon-Fri, Metro, 7P-MID
OVERNIGHT: Total persons, 12+, Mon-Sun, 12MID-6A

WOM 18-24: Women 18-24, Mon-Sun, 6A-MID, Metro
WOM 18-34: Women 18-34, Mon-Sun, 6A-MID, Metro
WOM 18-49: Women 18-49, Mon-Sun, 6A-MID, Metro
WOM 25-34: Women 25-34, Mon-Sun, 6A-MID, Metro
WOM 25-54: Women 25-54, Mon-Sun, 6A-MID, Metro

MEN 18-24: Men 18-24, Mon-Sun, 6A-MID, Metro
MEN 18-34: Men 18-34, Mon-Sun, 6A-MID, Metro
MEN 18-49: Men 18-49, Mon-Sun, 6A-MID, Metro
MEN 25-34: Men 25-34, Mon-Sun, 6A-MID, Metro
MEN 25-54: Men 25-54, Mon-Sun, 6A-MID, Metro

NOTE: If a station's call letters are followed by a > symbol it means there is a very large difference between that station and the station following it in the ranking. The >> means that there is a huge difference between the marked station and the next ranked station. The difference is around 10 share points or the marked station has twice as much audience. Conversely, the < symbol means that the two ranked stations are very close in share.

FORMATS	AM	FM	TOTAL	%	SPR 87 %
Country	153 (3)	176 (2)	329 (5)	13.9	14.1

This table is based on the broadcast week, 1/4 Hour Average, 12+ Metro. The table includes every format in the market and every station which shows up in the market's metro. In this market there are 15,300 people listening to 3 different AM stations programming country music. The FM figures are added to the AM to show a total for the market. 13.9% of radio listening in this market is devoted to stations programming country music.

The "Other Rated Stations" section includes all stations not listed on the 12+ METRO 1/4/SHARE column at the top of the individual market report. The city of license, 12+ metro share and 12+ cume rating is listed as well as the station's frequency.

CAPSULE STATION DESCRIPTIONS

WAAA-F, 92.5, 50 KW @ 500, CHR ABC-C, $ 73.00 (Torbet) XYZ Group Thomas Duncan

I have greatly expanded the number of stations in each market which qualify for a capsule description. Now, nearly every station in the metro is included.

Our sample station, WAAA-F, has a frequency of 92.5. Its power is 50 KW and its Height Above Average Terrain (HAAT) is 500 feet. It is unfortunate but true that some stations attempt to deceive advertisers about their power and HAAT. I think I have found the true facilities' data for these stations. However, a few may have slipped by me. If you see any incorrect figures, please let me know.

For AM stations, night power is listed if it differs from day power. Directionality is indicated as follows:

DA, DAYS - Directional daytimer
DA-1 - Directional day and night - 1 pattern
DA-2 - Directional day and night - 2 patterns
DA-N - Directional at night only
DA-D - Directional during the day only

WAAA-F programs a CHR format.

Next is the station's network affiliation if it has one:

ABC-C	ABC	Contemporary	APR	Associated Press Radio
ABC-D	ABC	Direction	CBS	CBS
ABC-I	ABC	Information	CBS-R	CBS Radio Radio
ABC-F	ABC	FM	MBS	Mutual
ABC-E	ABC	Entertainment	NBC	NBC
ABC-R	ABC	Rock	NBC-T	NBC Talk
ABC-T	ABC	Talk	Source	NBC Source
NBN	National Black		US 1	US 1
SBN	Sheridan		US 2	US 2
UPI	United Press International		WSJ	Wall Street Journal
Trans	Transtar		SMN	Satellite Music Network

Spot rates are now calculated in just one way: my estimate of each station's average unit rate. The unit rate estimate is what I project is the average rate for all spots run on the station. This estimate is usually derived by taking the station's gross billings and working backwards with a formula based on spots per hour, the percentage of inventory sold and other factors.

Following the spot rate, the station's national representative can be found in the parenthesis. Next is the group ownership if there is any. Finally, in the Spring edition only, the name of the station's general manager.

On the two-page market reports, four additional listings an be found directly below the capsule descriptions. They are:

CALL LETTER CHANGES: The old calls and new calls for stations which have changed calls since the last issue of American Radio. The date of the change is listed if it is available.

FORMAT CHANGES: This table should probably be called "major format changes." It is nearly impossible to track down every subtle change in format for every station. I hope to list the major changes at major stations since the previous edition of American Radio.

STATION SALES: This section lists the proposed sales in each market. These sales do not necessarily close. If I know the brokers involved, they are also listed. In some cases, I had to estimate the sale price.

MISCELLANEOUS COMMENTS: These are various comments and observations which come to my mind as I process the data for each market.

NOTE: On other market reports which do not have two pages of data, this same information can be found under the heading of "Miscellaneous Comments."

AKRON

Arbitron Rank/Pop (12+): 64/536,600
MSA Rank/Pop: 76/643,100
Cleveland ADI
Average Person Ratings: 18.5
Market TSL: 24.5 hours

Stations: 27/7
Diaries: 965/556:1/56.7%
Sample Target: 930
% Below Line: 14.0
% Not Listed: 11.9

1988 Revenue: $13,100,000
HH Inc.: $32,062
Retail $: 4.3 Bil
Pop per Station: 76,657
#1 Biller: WKDD-F $3,600,000

12+ METRO		1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WKDD-F	(CHR)	90/ 9.1	8.4	11.3	10.3	11.5	----	158/2314	1180/22.0	23.8	24.6	108	9.9	91	1498	WKDD-F
2. WONE-F	(AOR)	72/ 7.3	6.6	6.8	6.2	5.0	----	112/1318	753/14.0	16.0	11.0	125	6.7	61	1004	WONE-F
3. WLTF-F	(AC)	61/ 6.1	4.2	4.7	5.1	4.9	----	91/1106	745/13.9	12.6	12.9	149	5.3	49	512	WLTF-F
4. WMMS-F	(AOR)	58/ 5.8	8.7	8.6	7.1	9.7	----	121/1691	972/18.1	23.9	24.1	107	8.5	78	1211	WMMS-F
5. WPHR-F	(CHR)	56/ 5.6	2.9	1.9	2.3	1.4	----	72/1193	868/16.2	9.6	4.9	32	6.2	57	910	WPHR-F
WAKR	(MOR)	56/ 5.6	6.7	7.5	7.6	9.3	----	58/1081	1000/18.6	20.6	22.8	52	6.0	55	963	WAKR
7. WNIR-F	(N/T)	53/ 5.3	6.9	6.7	4.3	6.4	----	81/817	633/11.8	10.9	10.6	75	6.1	56	558	WNIR-F
8. WMJI-F	(AC)	46/ 4.6	4.6	6.5	5.6	6.0	----	71/1263	749/14.0	15.4	16.6	161	4.7	43	563	WMJI-F
9. WDOK-F	(AC)	45/ 4.5	3.8	4.4	3.3	3.6	----	64/942	620/11.6	9.8	8.6	138	2.8	26	423	WDOK-F
10. WHBC-F	(EZ)	41/ 4.1	3.6	1.2	2.1	1.0	----	135/1324	362/ 6.7	3.6	2.9	54	2.2	20	275	WHBC-F
11. WQMX-F	(AC)	34/ 3.4	2.5	3.2	4.1	4.3	----	68/806	406/ 7.6	8.7	9.2	132	1.4	13	235	WQMX-F
12. WQAL-F	(EZ)	32/ 3.2	2.9	2.3	2.6	4.5	----	37/490	398/ 7.4	6.6	9.2	56	1.4	13	245	WQAL-F
13. WNCX-F	(AOR)	29/ 2.9	2.2	2.3	1.6	2.7	----	41/746	517/ 9.6	8.5	8.5	107	4.1	38	439	WNCX-F
14. WGAR-F	(C)	26/ 2.6	3.7	2.9	2.6	2.2	----	46/638	422/ 7.9	7.7	6.1	127	4.3	39	553	WGAR-F
15. WSLR	(C)	25/ 2.5	3.4	2.6	2.9	2.3	----	31/437	348/ 6.5	5.1	6.2	80	3.6	33	444	WSLR

12+ FM SHARE (METRO): 82.38% (720 of 874) (SPG 88: 80.76%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPHR-F>>	1 WONE-F<	1 WKDD-F	1 WKDD-F	1 WKDD-F	1 WAKR	1 WKDD-F	1 WONE-F<	1 WKDD-F>	1 WPHR-F>	1 WAKR >
2 WKDD-F>>	2 WKDD-F>	2 WONE-F>	2 WONE-F	2 WLTF-F	2 WNIR-F	2 WAKR	2 WKDD-F	2 WONE-F	2 WKDD-F	2 WNIR-F>
3 WMMS-F>	3 WMMS-F	3 WMMS-F	3 WLTF-F	WONE-F	3 WHBC-F	3 WMMS-F	3 WLTF-F	3 WLTF-F<	3 WONE-F	3 WMJI-F
4 WZAK-F>	4 WLTF-F	WLTF-F>	4 WMJI-F	4 WMJI-F	4 WDOK-F<	4 WONE-F	WNIR-F	4 WPHR-F	4 WAKR	4 WHK
5 WMJI-F	5 WPHR-F	5 WMJI-F	5 WMMS-F	5 WMMS-F	5 WQAL-F	5 WMJI-F	5 WMMS-F	5 WMMS-F	5 WLTF-F	WKDD-F
6			6 WDOK-F	WDOK-F	WMJI-F<	6 WLTF-F	6	6 WNIR-F<	6	6 WLTF-F
7			7	7	7 WLTF-F	7	7	7 WDOK-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKDD-F>	1 WKDD-F>	1 WKDD-F	1 WKDD-F<	1 WLTF-F	1 WONE-F	1 WONE-F>	1 WONE-F	1 WONE-F>	1 WONE-F
2 WPHR-F	2 WLTF-F	2 WLTF-F	2 WLTF-F>	2 WKDD-F	2 WPHR-F	2 WKDD-F	2 WKDD-F>	2 WKDD-F	2 WKDD-F
WMMS-F	3 WONE-F	3 WONE-F>	3 WONE-F<	3 WDOK-F	3 WNCX-F	3 WMMS-F	3 WMMS-F>	3 WMMS-F	3 WMJI-F
4 WONE-F	4 WMMS-F	4 WMMS-F	4 WDOK-F	4 WQMX-F	4 WMMS-F	4 WNCX-F	4 WNCX-F	4 WMJI-F	4 WMMS-F
5 WQMX-F	5 WQMX-F	5 WQMX-F	WQMX-F	WONE-F	5 WKDD-F	5 WPHR-F	WMJI-F	5 WNCX-F	5 WWWE
6 WLTF-F	6 WPHR-F	6	6 WMMS-F	6 WMJI-F	6	6 WRQK-F	6 WRQK-F	6	6 WLTF-F
7	7	7	7	7 WMMS-F	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		149 (3)	149 (3)	17.0	15.7
AOR/CLASSIC		175 (4)	175 (4)	20.0	22.3
AC/OLDIES/SOFT ROCK		186 (4)	186 (4)	21.3	20.3
MOR/VARIETY	59 (2)		59 (2)	6.8	8.3
COUNTRY	29 (2)	48 (2)	77 (4)	8.8	9.1
BLACK/URBAN		14 (1)	14 (1)	1.6	2.7
BEAUTIFUL/EASY		73 (2)	73 (2)	8.4	7.5
NEWS/TALK	33 (2)	53 (1)	86 (3)	9.8	11.3
NOSTALGIA	22 (1)		22 (1)	2.5	
RELIGION/GOSPEL	11 (1)		11 (1)	1.3	0.5
SPANISH					
CLASSICAL		11 (1)	11 (1)	1.3	1.3
JAZZ/NEW AGE		11 (1)	11 (1)	1.3	1.3
UNKNOWN/OTHERS					
	154 (8)	720 (19)	874 (27)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WHLO	640	Akron/Cleveland	1.1/3.1
WCLV-F	95.5	Cleveland	1.1/3.1
WGAR	1220	Cleveland	0.4/2.3
WHBC	1480	Canton	0.3/1.1
WHK	1420	Cleveland	0.9/1.3
WHOT-F	101.1	Youngstown	0.3/1.8
WNWV-F	107.3	Elyria/Clevlnd	1.1/4.4
WQXK-F	105.1	Salem/Youngstwn	2.2/4.9
WRMR	850	Cleveland	2.2/5.4
WRQK-F	106.9	Canton/Akron	1.6/5.3
WWWE	1100	Cleveland	2.4/10.6
WZAK-F	93.1	Cleveland	1.4/3.9

RADIO STATIONS

WAKR, 1590, 5 KW (DA-N) , MOR	MBS, $ 50.00 (Mc-Guild)	Summit		Fred Anthony
WHLO, 640, 5 KW/500 W (DA-2) , RELIGION	ABC D, $ 14.00 (---)	Mortenson		Gary Meeks
WSLR, 1350, 5 KW (DA-1) , COUNTRY	ABC E, $ 28.00 (Katz)	Barnstable		Dick Lumenello
WKDD-F, 95.6, 50 KW @ 450, CHR	, $ 75.00 (Katz)	Barnstable		Dick Lumenello
WNIR-F, 100.1, 3 KW @ 333, TALK	CBS, $ 34.00 (K & P)		(KENT)	Bill Klaus
WONE-F, 97.5, 13 KW @ 890, AOR	, $ 58.00 (Mc-Guild)	Summit		Fred Anthony
WQMX-F, 94.9, 16 KW @ 880, AC	, $ 38.00 (Banner)		(MEDINA)	Gordon Stenbeck

OTHER RANKED STATIONS -- See Cleveland or Canton

MISCELLANEOUS COMMENTS: WAKR, WONE-F, sold be Summit to Ragan Henry for $13,000 (La Rue)...

ALBANY-SCHENECTEDY-TROY

Arbitron Rank/Pop (12+): 54/721,000

MSA Rank/Pop: 60/848,100
ADI # 50
Average Person Ratings: 18.3
Market TSL: 23.75 hours

Stations: 30/26
Diaries: 1083/666:1/55.2%
Sample Target: 1060
% Below Line: 2.0
% Not Listed: 11.3

1988 Revenue: $20,000,000
HH Inc.: $35,494
Retail $: 6.0 Bil
Pop per Station: 27,730
#1 Biller: WGY $3,800,000

12+ METRO		1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WPYX-F	(AOR)	134/10.2	8.9	10.6	11.7	12.4	10.4	240/2848	1701/23.6	24.2	23.6	125	13.3	156	2038	WPYX-F
2. WGY	(MOR)	127/ 9.7	9.3	8.9	10.6	10.0	9.6	189/2607	1716/23.8	22.6	25.5	75	6.9	81	1383	WGY
3. WROW-F	(EZ)	124/ 9.4	9.9	10.7	8.5	11.5	9.6	235/1761	1175/16.3	18.3	17.1	50	6.3	74	999	WROW-F
WGNA-F	(C)	124/ 9.4	10.1	8.0	5.8	5.3	8.3	259/2436	1165/16.2	13.3	11.8	124	8.4	98	965	WGNA-F
5. WFLY-F	(CHR)	93/ 7.1	8.6	7.6	7.4	9.4	7.7	134/2168	1516/21.0	19.6	22.1	94	13.4	157	1843	WFLY-F
6. WKLI-F	(AC)	79/ 6.0	6.1	6.6	5.9	4.9	6.2	79/1189	1133/15.7	16.8	13.7	142	5.6	66	854	WKLI-F
7. WGY -F	(CHR)	63/ 4.8	4.0	5.0	4.9	4.4	4.7	108/2103	1368/19.0	19.6	20.5	108	5.9	69	1684	WGY -F
8. WQBK-F	(AOR)	56/ 4.3	5.3	4.8	4.2	4.6	4.7	60/1058	929/12.9	13.7	12.0	121	5.6	66	894	WQBK-F
9. WQBK	(N/T)	52/ 4.0	4.8	4.6	5.3	6.2	4.7	53/587	581/ 8.1	9.2	10.4	57	4.9	58	567	WQBK
10. WTRY	(AC)	46/ 3.5	3.6	3.7	5.5	5.5	4.1	48/864	733/10.2	11.8	12.6	151	2.8	33	704	WTRY
11. WABY	(BB)	41/ 3.1	2.4	2.5	4.0	2.7	3.0	41/423	423/ 5.9	4.5	4.9	16	2.1	25	345	WABY
12. WROW	(EZ)	36/ 2.7	2.1	2.2	1.9	2.7	2.2	38/617	568/ 7.9	6.9	8.2	52	1.8	21	324	WROW
13. WVKZ-F	(AOR)	27/ 2.1	1.4	2.7	1.6	1.2	2.0	28/574	482/ 6.7	5.9	3.9	38	2.4	28	672	WVKZ-F
14. WNYJ-F	(AC)	25/ 1.9	2.1	1.8	0.8	1.2	1.6	27/527	433/ 6.0	5.5	4.1	184	2.0	23	376	WNYJ-F
15. WHRL-F	(EZ)	23/ 1.7	1.4	1.0	0.8	0.4	1.2	24/379	313/ 4.3	4.1	2.1	153	2.0	24	255	WHRL-F
16. WPTR	(N/T)	13/ 1.0	1.0	1.3	1.6	2.8	1.2	14/439	377/ 5.2	5.2	6.5	80	0.9	10	315	WPTR
17.																
18.																
19.		12+ FM SHARE (METRO): 70.35% (821 of 1167) (SPG 88: 63.99%)														
20.																

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLY-F>>	1 WPYX-F>>	1 WPYX-F>	1 WPYX-F	1 WPYX-F	1 WROW-F<	1 WGY	1 WPYX-F<	1 WPYX-F<	1 WGY >	1 WGY >>
2 WGY -F>	2 WKLI-F	2 WGNA-F<	2 WGNA-F	2 WGNA-F>	2 WGY >	2 WPYX-F>	2 WROW-F<	2 WROW-F	2 WGNA-F	2 WGNA-F>
3 WPYX-F>	3 WFLY-F	3 WKLI-F	3 WKLI-F	3 WKLI-F	3 WGNA-F>	3 WROW-F	3 WGNA-F>	3 WGNA-F>	3 WFLY-F	3 WKLI-F
4 WVKZ-F	4 WGNA-F	4 WFLY-F	4 WFLY-F	4 WGY	4 WQBK	4 WGNA-F	4 WGY	4 WGY	4 WPYX-F	4 WPYX-F
WQBK-F	5 WQBK-F	5 WQBK-F<	5 WGY	5 WFLY-F	5 WABY	5 WFLY-F	5 WKLI-F	5 WFLY-F	5 WROW-F<	5 WQBK <
6 WGNA-F>>	6	6 WGY -F<	6 WQBK-F<	6	6 WROW	6	6	6 WKLI-F	6 WKLI-F	6 WROW-F
7	7	7 WGY	7 WGY -F	7	7	7		7	7	7 WPTR

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WKLI-F	1 WKLI-F	1 WPYX-F	1 WKLI-F	1 WKLI-F
2 WPYX-8	2 WPYX-F	WKLI-F	2 WPYX-F	2 WGNA-F
3 WFLY-F	3 WFLY-F>	3 WFLY-F>>	3 WFLY-F	3 WPYX-F
4 WGNA-F>	4 WGNA-F	4 WQBK-F	4 WGNA-F	4 WGY
5 WGY -F	5 WQBK-F	WGNA-F	5 WGY	5 WFLY-F
6 WQBK-F>>	6 WGY -F	6 WTRY	6 WGY -F<	6 WTRY <
7	7	7	7 WTRY	7 WROW-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPYX-F>>	1 WPYX-F>>	1 WPYX-F>>	1 WPYX-F>>	1 WPYX-F
2 WVKZ-F>	2 WQBK-F	2 WGNA-F	2 WGNA-F	2 WGNA-F>
3 WQBK-F	3 WGNA-F	3 WQBK-F>	3 WQBK-F	3 WQBK-F
WFLY-F>	4 WVKZ-F>	4 WKLI-F	4 WFLY-F	4 WKLI-F
5 WGY -F	5 WKLI-F	5 WHRL-F	5 WGY -F	WGY -F
6 WKLI-F	6 WGY -F	WGY -F	6 WKLI-F	WGY
7	7	7 WGY	7	7 WFLY-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		162 (3)	162 (3)	13.9	15.7
AOR/CLASSIC		235 (5)	235 (5)	20.1	21.2
AC/OLDIES/SOFT ROCK	46 (1)	125 (5)	171 (6)	14.7	13.7
MOR/VARIETY	137 (3)		137 (3)	11.7	16.4
COUNTRY	9 (1)	135 (2)	144 (3)	12.3	9.3
BLACK/URBAN					
BEAUTIFUL/EASY	36 (1)	147 (2)	183 (3)	15.7	13.6
NEWS/TALK	69 (3)		69 (3)	5.9	7.1
NOSTALGIA	41 (1)		41 (1)	3.5	3.0
RELIGION/GOSPEL	8 (1)	10 (1)	18 (2)	1.5	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		7 (1)	7 (1)	0.6	
	346 (11)	821 (19)	1167 (30)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCKL	560	Catskill	0.4/1.1
WBQX-F	102.7	Manchester	0.9/3.8
WGNA	1460	Albany/Troy	0.7/2.1
WHAZ	1330	Troy	0.6/1.6
WKAJ	900	Saratoga Sprngs	0.4/0.8
WKOL-F	97.7	Amsterdam	0.6/2.8
WQQY-F	102.3	Saratoga spring	0.5/1.9
WSCG-F	93.5	Corinth/GlnFlls	0.8/1.1
WSHQ-F	103.5	Coblskl/Schnctd	0.5/1.8
WSSV-F	101.3	Stillwater	0.5/2.2
WAYI-F	107.1	Glens Fall/Hdsn	0.5/1.2
WCZX-F	97.7	Hyde Park/Pghkp	0.5/0.7
WFAN	660	New York	0.3/0.8
WJIV-F	101.9	Cherry Valley	0.8/2.2

RADIO STATIONS

WABY	1400	1 KW	NOSTALGIA	SMN	$ 17.00 (Durpetti)	Premiere	Bob Ausfeld
WGY	810	50 KW	MOR	NBC	$ 85.00 (Eastman)	Empire	Jeff Clark
WPTR	1540	50 KW (DA-1)	NEWS/TALK	US 2, ABC C	$ 26.00 (Torbet)		John Kelly
WQBK	1300	5 KW (DA-2)	TALK	CBS, ABC T	$ 30.00 (HNWH)		Richard Berkson
WROW	590	5 KW/1 KW (DA-2)	COMBINATION WITH WROW-F				
WTRY	980	5 KW (DA-N)	OLDIES	MBS, ABC D	$ 37.00 (Mc-Guild)	Merv Griffin	Carol Reilly
WFLY-F	92.3	17 KW @ 890	CHR	ABC C	$ 55.00 (Torbet)		John Kelly
WGNA-F	107.7	13 KW @ 980	COUNTRY	ABC E	$ 51.00 (Republic)	Barnstable	Ed O'Conner
WGY-F	99.5	15 KW @ 930	CHR	SOURCE	$ 47.00 (Eastman)	Empire	Jeff Clark
WHRL-F	103.1	1 KW @ 400		MBS	$ 18.00 (---)		Robert Hill
WKLI-F	100.9	3 KW @ 300	AC	US 1	$ 60.00 (Durpetti)	Premiere	Bob Ausfeld
WNYJ-F	98.3	3 KW @ 328	AC	TRNSTR	$ 23.00 (HNWH)		Bruce Lyons
WPYX-F	106.5	15 KW @ 902	AOR	ABC R	$ 85.00 (Mc-Guild)	Merv Griffin	Carol Reilly
WQBK-F	103.9	3 KW @ 300	CLASSIC AOR	RADRAD	$ 33.00 (HNWH)		Richard Berkson
WROW-F	95.5	13 KW @ 1020	BTFL/EZ		$ 46.00 (Christal)	Radio Terrace	Jake Russell
WVKZ-F	96.7	3 KW @ 328	CHR/AOR	SMN, SOURCE	$ 24.00 (Banner)		Jim Walsh

MISCELLANEOUS COMMENTS: WNJY-F (Rotterdam) sold for $2,900,000 (Kozacko-Horton)... WROW-AM now classified as BTFL/EZ

ALBUQUERQUE

Arbitron Rank/Pop (12+): 30/444,800
MSA Rank/Pop: 101/487,500
ADI # 55
Average Person Ratings: 18.5
Market TSL: 24.25 hours

Stations: 28/27
Diaries: 873/510:1/53.5%
Sample Target: 800
% Below Line: 0.4
% Not Listed: 9.9

1988 Revenue: $17,800,000
HH Inc.: $29,141
Retail $: 3.3 Bil
Pop per Station: 16,474
#1 Biller: KKOB $3,700,000

12+ METRO		1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KRST-F	(C)	109/13.3	9.4	10.9	9.9	7.1	----	139/1509	1031/23.2	18.7	17.4	126	10.7	91	1016	KRST-F
2. KKOB	(MOR)	86/10.5	10.4	11.3	11.1	12.7	----	108/1527	1013/22.8	25.3	26.2	98	6.8	58	901	KKOB
3. KZRR-AF	(AOR)	63/ 7.7	7.2	8.2	7.1	6.9	----	106/1262	865/19.4	18.2	14.5	108	9.6	80	936	KZRR-AF
4. KKOB-F	(AC)	62/ 7.5	12.0	11.0	13.1	11.0	----	81/1397	1073/24.1	23.5	23.1	117	10.5	89	1206	KKOB-F
5. KNMQ-F	(CHR)	48/ 5.8	2.9	3.2	4.8	6.2	----	64/965	629/14.1	12.1	17.5	52	5.8	49	768	KNMQ-F
6. KKJY-F	(EZ)	45/ 5.5	7.5	5.5	5.6	5.6	----	60/784	533/12.0	14.5	13.7	78	3.4	29	362	KKJY-F
7. KKSS-F	(CHR)	42/ 5.1	7.1	6.9	7.1	4.1	----	57/881	664/14.9	14.8	12.6	55	9.4	80	792	KKSS-F
8. KZKL-F	(O)	37/ 4.5	1.0	0.5	1.1	0.9	----	45/577	516/11.6	2.1	4.2	158	3.3	28	444	KZKL-F
9. KMGA-F	(AC)	32/ 3.9	3.0	3.5	2.6	2.8	----	40/582	384/ 8.6	8.9	10.5	149	0.8	7	243	KMGA-F
10. KFMG-AF	(AOR)	31/ 3.7	5.8	6.6	6.0	8.9	----	46/940	581/13.1	15.0	16.3	41	3.6	29	746	KFMG-AF
11. KABQ	(SP)	28/ 3.4	0.8	0.9	1.3	2.5	----	33/335	256/ 5.8	3.0	3.5	62	2.2	19	159	KABQ
12. KIVA-F	(CHR)	27/ 3.3	3.3	3.3	4.6	3.9	----	47/949	588/13.2	11.6	12.2	39	6.4	54	752	KIVA-F
13. KHFM-F	(CL)	26/ 3.2	2.7	2.2	2.8	2.3	----	35/531	364/ 8.2	7.5	5.7	106	2.7	23	336	KHFM-F
14. KLSK-F	(J/NA)	16/ 1.9	2.2	2.4	2.2	1.9	----	25/395	279/ 6.3	7.5	5.4	158	1.4	12	227	KLSK-F
15. KKBR-F	(O)	15/ 1.8	1.6	1.3	----	1.3	----	44/633	275/ 6.2	4.3	3.9	167	2.5	21	250	KKBR-F
16. KDEF	(BB)	11/ 1.3	2.9	2.7	2.2	2.3	----	11/196	196/ 4.4	5.4	5.1	15	2.2	19	150	KDEF
17.																
18.																
19.																
20.																

12+ FM SHARE (METRO): 76.38% (566 of 741) (SPG 88: 72.61%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KNMQ-F>	1 KRST-F>	1 KRST-F>	1 KRST-F>	1 KRST-F>	1 KKOB >	1 KKOB >	1 KRST-F>	1 KRST-F	1 KKOB	1 KRST-F
2 KKSS-F	2 KKOB-F<	2 KZRR-AF<	2 KKOB <	2 KKOB	2 KRST-F>	2 KRST-F>	2 KKOB-F	2 KKOB-F	2 KZRR-AF	KKOB >
3 KIVA-F	3 KZRR-AF>	3 KKOB-F	3 KKOB-F<	3 KKOB-F	3 KKJY-F	3 KKOB-F	KKOB	3 KKOB	KKSS-F	3 KMGA-F>>
4 KZRR-AF>>	4 KFMG-AF	4 KKOB	4 KZRR-AF	4 KZRR-AF	4 KABQ >	4 KZRR-AF>	4 KZRR-AF<	4 KZRR-AF	4 KNMQ-F	4 KZRR-F
5	5 KKSS-F<	5 KZKL-F	5 KZKL-F	5 KZKL-F	5 KKOB-F	5 KNMQ-F<	5 KKJY-F	5 KKJY-F<	5 KRST-F	KHFM-F
6	6 KZKL-F	6 KMGA-F	6 KMGA-F	6 KMGA-F	6	6 KABQ	6	6 KNMQ-F	6	6
								7 KKSS-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKOB-F>	1 KRST-F<	1 KRST-F>	1 KRST-F	1 KRST-F>	1 KFMG-AF	1 KZRR-AF	1 KRST-F	1 KRST-F	1 KRST-F>
2 KKSS-F	2 KKOB-F>	2 KKOB-F>	2 KKOB-F	2 KKOB <	2 KZRR-AF>	KRST-F>	2 KZRR-AF	2 KZRR-AF>	2 KZRR-AF
3 KFMG-AF	3 KMGA-F	3 KMGA-F	3 KMGA-F	3 KKOB-F	3 KKSS-F>	3 KFMG-AF	3 KZKL-F	3 KZKL-F	3 KKOB <
4 KNMQ-F	4 KZRR-AF	4 KZRR-AF	4 KKOB	4 KMGA-F	4 KNMQ-F	4 KZKL-F	4 KKOB-F>>	4 KKOB-F	4 KZKL-F
KMGA-F	KNMQ-F	5 KNMQ-F	5	5 KKJY-F	KRST-F	5 KKOB-F	5	KKOB	5 KKOB-F
KIVA-F	6	6	6	6	6	6 KKSS-F	6	6 KFMG-AF	6

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		117 (3)	117 (3)	15.8	7.1
AOR/CLASSIC	14 (3)	88 (2)	102 (5)	13.8	16.0
AC/OLDIES/SOFT ROCK	8 (1)	156 (5)	164 (6)	22.1	19.8
MOR/VARIETY	86 (1)		86 (1)	11.6	12.2
COUNTRY	9 (1)	112 (2)	121 (3)	16.3	14.5
BLACK/URBAN					7.5
BEAUTIFUL/EASY		45 (1)	45 (1)	6.1	5.9
NEWS/TALK	6 (1)		6 (1)	0.8	1.5
NOSTALGIA	11 (1)		11 (1)	1.5	2.9
RELIGION/GOSPEL	3 (1)		3 (1)	0.4	0.4
SPANISH	38 (3)	6 (1)	44 (4)	5.9	6.6
CLASSICAL		26 (1)	26 (1)	3.5	2.4
JAZZ/NEW AGE		16 (1)	16 (1)	2.2	2.6
UNKNOWN/OTHERS					0.6
	175 (12)	566 (16)	741 (28)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KALY	1240	Los Ranchos	0.4/1.4
KIDI-F	103.3	Albuquerque	0.7/1.1
KKIM	1000	Albuquerque	0.4/1.2
KMYI-F	107.1	Armijo/Albuq	1.2/4.6
KNUS	1580	Albuquerque	0.7/2.2
KQEO	920	Albuquerque	1.0/4.9
KRZY	1450	Albuquerque	1.1/4.4
KXKS	1190	Albuquerque/SF	0.9/1.7
KZRQ	1310	Corrales/Albuq	1.0/2.8
KNYN-F	95.5	Santa Fe/Albuq	0.4/1.8

RADIO STATIONS

KABQ	1350	5 KW/500 W (DA-2)	HISPANIC		$ 18.00 (Caballero)			Ed Gomez
KDEF	1150	5 KW/500 W (DA-N)	NOSTALGIA		$ 17.00 (---)			Dave Ianni
KKOB	770	50 KW (DA-N)	MOR	ABC I	$ 68.00 (Mc-Guild)	Fairmont		Art Schreiber
KQEO	920	1 KW/500 W (DA-N)	OLDIES	ABC E	$ 17.00 (Banner)	Penn		Christine Thomas
KRZY	1450	1 KW (DA-1)	COUNTRY	MBS	$ 25.00 (Katz)	Commonwealth		Cindy Weiner
KXKS	1190	10 KW (DAYS)	HISPANIC	CRC, UPI	$ 20.00 (Caballero)			Kelly Cunningham

KFMG-F	107.9	22 KW @ 4130	AOR	ABC R	$ 34.00 (HNWH)	Coastal		Jeff Guier
KHFM-F	96.3	20 KW @ 4110	CLASSICAL		$ 26.00 (CMBS)			Michael Langer
KIDI-F	103.3	22 KW @ 4069	HISPANIC		$ 21.00 (Katz Hisp.)			Loretta Salazar
KIVA-F	105.1	100 KW @ 1973	CHR		$ 27.00 (Banner)	First Cities	(SANTA FE)	Howard Johnson
KKBR-F	98.5	100 KW @ 1781	OLDIES		$ 24.00 (Torbet)		(LOS ALAMOS)	Lance Armer
KKJY-F	100.3	20 KW @ 4110	BTFL/EZ		$ 20.00 (Torbet)			---
KKOB-F	93.3	21 KW @ 4150	AC		$ 75.00 (Mc-Guild)	Fairmont		Art Schreiber

KKSS-F	97.3	100 KW @ 1700	CHR/URBAN		$ 30.00 (Eastman)	SunGroup	(SANTA FE)	Art Sammuel
KLSK-F	104.1	100 KW @ 1876	JAZZ/NAC		$ 30.00 (K & P)		(SANTA FE)	Gary Boal
KMGA-F	99.5	20 KW @ 4134	SOFT AC	US 2	$ 27.00 (Banner)	Penn		Christine Thomas
KMYI-F	107.1	50 KW @ 463	AC		$ 20.00 (Roslin)		(ARMIJO)	Dave Ianni
KNMQ-F	105.9	100 KW @ 1936	CHR	ABC C	$ 34.00 (Christal)		(SANTA FE)	Steven Humphries
KRST-F	92.3	23 KW @ 4110	COUNTRY		$ 60.00 (Katz)	Commonwealth		Cindy Weiner
KZKL-F	101.7	3 KW @ 98	OLDIES	CBS	$ 18.00 (Christal)		(RIO RANCHO)	Craig Parker
KZRR-F	94.1	22 KW @ 4130	AOR	SOURCE	$ 50.00 (Republic)	Anchor		Milt McConnell

MISCELLANEOUS COMMENTS: KZIA-F changed to KZKL-F (Jan.)... KZKL-F changes from TALK to OLDIES (Jan.)

ALLENTOWN-BETHLEHEM

Arbitron Rank/Pop (12+): 61/567,100

MSA Rank/Pop: 73/665,100
Philadelphia ADI
Average Person Ratings: 18.9
Market TSL: 25.25 hours

Stations: 28/13
Diaries: 1008/563:1/57.0%
Sample Target: 930
% Below Line: 9.8
% Not Listed: 11.6

1988 Revenue: $15,000,000
HH Inc.: $32,916
Retail $: 4.6 Bil
Pop per Station: 43,623
#1 Biller: WLEV-F $3,500,000

12+ METRO		1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WLEV-F	(AC)	145/13.5	11.0	10.9	7.9	11.8	10.8	158/1908	1679/29.6	23.6	23.4	150	8.2	79	970	WLEV-F
2. WFMZ-F	(EZ)	138/12.8	14.6	16.0	13.4	12.6	14.2	146/1317	1150/20.3	24.3	22.4	77	9.3	90	874	WFMZ-F
3. WZZO-F	(AOR)	119/11.1	12.2	11.1	10.7	10.7	11.3	149/1690	1297/22.9	23.3	23.3	112	14.7	142	1387	WZZO-F
4. WAEB-F	(CHR)	117/10.9	10.8	9.8	14.0	9.1	11.4	130/1731	1516/26.7	25.8	21.0	97	13.0	126	1505	WAEB-F
5. WQQQ-F	(CHR)	72/ 6.7	5.9	5.2	7.2	8.7	6.3	108/1795	1370/24.2	17.5	23.1	101	8.3	80	1204	WQQQ-F
6. WAEB	(AC)	59/ 5.5	4.6	6.3	5.6	5.2	5.5	59/803	797/14.1	13.5	11.9	89	4.6	45	487	WAEB
7. WEST	(BB)	45/ 4.2	2.9	3.6	3.6	3.2	3.6	46/472	463/ 8.2	6.0	5.6	12	3.8	37	372	WEST
8. WXKW	(C)	32/ 3.0	3.4	3.4	3.1	4.5	3.2	34/453	421/ 7.4	7.3	7.2	70	3.4	33	325	WXKW
9. WXTU-F	(C)	30/ 2.8	1.4	1.1	1.0	2.3	1.6	48/596	390/ 6.9	2.9	5.9	132	1.7	16	257	WXTU-F
10. WEAZ-F	(EZ)	24/ 2.2	1.2	0.8	1.8	0.7	1.5	36/332	204/ 3.6	3.8	3.0	95	2.1	20	296	WEAZ-F
11. WKAP	(BB)	22/ 2.0	4.5	3.2	5.1	4.5	3.7	22/396	396/ 7.0	7.3	6.8	15	3.5	34	379	WKAP
12. WYSP-F	(AOR)	21/ 2.0	2.9	2.6	2.4	2.9	2.5	33/683	431/ 7.6	8.0	9.7	140	2.6	25	447	WYSP-F
13.																
14.																
15.																

12+ FM SHARE (METRO): 78.19% (742 of 949) (SPG 88: 72.37%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAEB-F>>	1 WZZO-F	1 WLEV-F	1 WLEV-F>	1 WLEV-F>	1 WFMZ-F>	1 WLEV-F	1 WLEV-F	1 WFMZ-F	1 WZZO-F	1 WLEV-F
2 WQQQ-F>	2 WAEB-F	2 WZZO-F	2 WZZO-F	2 WZZO-F	2 WLEV-F>	2 WFMZ-F	2 WFMZ-F	2 WLEV-F	2 WAEB-F>	2 KYW
3 WZZO-F>>	3 WLEV-F>	3 WAEB-F>	3 WAEB-F>	3 WAEB-F	3 WAEB	3 WZZO-F<	3 WZZO-F	3 WAEB-F	3 WQQQ-F	WFMZ-F
4	4 WQQQ-F	4 WQQQ-F	4 WFMZ-F<	4 WFMZ-F>	4 WEST	4 WAEB-F	4 WAEB-F>	4 WZZO-F>	4 WFMZ-F>	4 WZZO-F
5	5	5 WFMZ-F>>	5 WQQQ-F	5 WQQQ-F	5	5 WAEB	5 WQQQ-F	5 WQQQ-F	5 WLEV-F	WQQQ-F
6	6	6	6	6	6	6	6 WAEB	6	6 WAEB	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAEB-F>>	1 WAEB-F	1 WLEV-F	1 WLEV-F	1 WLEV-F>	1 WZZO-F>>	1 WZZO-F>>	1 WZZO-F>	1 WZZO-F>	1 WLEV-F
2 WZZO-F	2 WLEV-F	WAEB-F>	2 WAEB-F>	2 WAEB-F	2 WAEB-F>>	2 WAEB-F	2 WLEV-F>	2 WLEV-F>	2 WZZO-F>
WQQQ-F>	3 WZZO-F	3 WZZO-F>	3 WQQQ-F<	3 WFMZ-F	3 WQQQ-F>	3 WLEV-F>	3 WAEB-F	3 WAEB-F>	3 WAEB-F
4 WLEV-F>	4 WQQQ-F>>	4 WQQQ-F>>	4 WZZO-F	4 WZZO-F	4 WYSP-F	4 WYSP-F	4 WYSP-F>>	4 WYSP-F<	4 WFMZ-F>
5 WFMZ-F>>	5	5	5 WFMZ-F>>	WQQQ-F	WXTU-F	5	5	5 WQQQ-F	5 WYSP-F
6	6	6	6	6	WEAZ-F	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		197 (4)	197 (4)	20.8	20.6
AOR/CLASSIC		150 (3)	150 (3)	15.8	16.3
AC/OLDIES/SOFT ROCK	75 (4)	174 (4)	249 (8)	26.2	21.4
MOR/VARIETY	4 (1)		4 (1)	0.4	3.3
COUNTRY	32 (1)	30 (1)	62 (2)	6.5	8.0
BLACK/URBAN					1.5
BEAUTIFUL/EASY		162 (2)	162 (2)	17.1	14.8
NEWS/TALK	29 (3)	6 (1)	35 (4)	3.7	3.6
NOSTALGIA	67 (2)		67 (2)	7.1	8.6
RELIGION/GOSPEL		9 (1)	9 (1)	0.9	
SPANISH					
CLASSICAL		14 (1)	14 (1)	1.5	1.0
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.8
	207 (11)	742 (17)	949 (28)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
WEEX	1230	Easton	0.5/3.4
WLSH	1410	Lansford	0.4/1.4
WRNJ	1000	Hackettstown	0.5/1.6
WYNS	1160	Lehighton	0.6/2.3
KYW	1060	Philadelphia	0.9/4.4
WABC	770	New York	0.7/2.7
WBYO-F	107.5	Boyertown	0.8/2.2
WPLN-F	95.7	Philadelphia	1.3/3.5
WIOQ-F	102.1	Philadelphia	0.5/1.6
WKSZ-F	100.3	Media	0.4/1.2
WMGK-F	102.9	Philadelphia	0.6/2.8
WMMR-F	93.3	Philadelphia	0.9/4.1
WOGL-F	98.1	Philadelphia	1.8/4.2
WOR	710	New York	1.0/2.5
WPLJ-F	95.5	New York	0.3/2.6
WWDB-F	96.5	Philadelphia	0.6/1.2

RADIO STATIONS

WAEB,	790,	1 KW (DA-2)	, AC	ABC I, CBS, $ 30.00 (Katz)	CRB	Jeff Frank
WEEX,	1230,	1 KW (DA-2)	, OLDIES	MBS, SMN, $ 14.00 (Eastman)	Roth	---
WEST,	1400,	1 KW	, NOSTALGIA	CBS, $ 20.00 (Mc-Guild)	Zimmerman	Mike M[illegible]Gann
WKAP,	1320,	5 KW/1 KW (DA-2)	, NOSTALGIA	SMN, APR, $ 18.00 (Banner)	Holt	Dave Messics
WXKW,	1470,	5 KW (DA-N)	, COUNTRY	NBC, ABC I, $ 16.00 (Republic)		---
WAEB-F,	104.1,	50 KW @ 500	, CHR	, $ 49.00 (Katz)	CRB	Jeff Frank
WFMZ-F,	100.7,	13 KW @ 870	, BTFL/EZ	, $ 46.00 (Christal)		---
WLEV-F,	96.1,	50 KW @ 500	, AC	, $ 70.00 (Mc-Guild)	Zimmerman	Mike McGann
WQQQ-F,	99.9,	50 KW @ 450	, CHR	, $ 54.00 (Eastman)	Roth	---
WZZO-F,	95.1,	30 KW @ 600	, AOR	, $ 58.00 (Banner)	Holt	Tom Harpster

OTHER RANKED STATIONS -- See Philadelphia
MISCELLANEOUS COMMENTS: WEEX changes from TALK to OLDIES...

ALTOONA

Arbitron Rank/Pop (12+): 217/111,000
MSA Rank/Pop: 272/132,000
ADI #87 (w/Johnstown)
Average Person Ratings: 16.9
Market TSL: 22.5 hours

Stations: 16/11
Diaries: 578/192:1/62.0%
Sample Target: 550
% Below Line: 5.3
% Not Listed: 19.7

1988 Revenue: $4,200,000
HH Inc.: $26,599
Retail $: 0.9 Bil
Pop per Station: 10,090
#1 Biller: WFBG $1,000,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WPRR-F (CHR)	28/14.9	----	12.5	----	18.1	----	33/419	351/31.6	32.4	32.8	91				WPRR-F
2. WFBG-F (EZ)	24/12.8	----	15.9	----	16.4	----	66/835	272/24.5	23.7	25.3	49				WFBG-F
3. WVAM (C)	20/10.6	----	18.2	----	8.2	----	20/258	250/22.5	25.9	16.3	118				WVAM
4. WALY-F (AC)	15/ 8.0	----	11.4	----	7.6	----	23/316	230/20.7	27.2	18.0	144				WALY-F
5. WFBG (MOR)	14/ 7.4	----	12.5	----	17.5	----	16/346	285/25.7	30.6	37.7	112				WFBG
6. WHPA-F (AC)	13/ 6.9	----	6.8	----	7.6	----	16/249	195/17.6	17.6	18.1	181				WHPA-F
7. WRTA (MOR)	11/ 5.9	----	5.7	----	9.4	----	11/204	183/16.5	14.9	17.3	88				WRTA
8. WKMC (BB)	8/ 4.3	----	3.4	----	4.1	----	9/163	121/10.9	8.4	8.9	23				WKMC
9.															
10.															

12+ FM SHARE (METRO): 64.24% (97 of 151) (SPG 88: 57.32%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPRR-F>>	1 WPRR-F>>	1 WPRR-F>	1 WPRR-F	1 WPRR-F	1 WVAM	1 WPRR-F	1 WFBG-F	1 WPRR-F	1 WPRR-F>	1 WRTA >
2 WALY-F	2 WALY-F	2 WALY-F	2 WVAM	2 WVAM	WFBG-F>	2 WVAM	2 WPRR-F	2 WFBG-F	2 WVAM	2 WGMR-F>
3	3 WHPA-F>	3 WHPA-F	WHPA-F	WHPA-F	3 WRTA	3 WFBG	3 WVAM	3 WVAM	3 WRTA	3 WFBG-F
4	4 WFBG	4 WVAM	WALY-F	4 WALY-F	4 WFBG	4 WFBG-F	4 WALY-F	4 WHPA-F	4 WHPA-F	4
5	5 WFBG-F>>	WFBG	5 WFBG	5	5 WKMC	5 WALY-F	5 WFBG	5 WKMC	WFBG-F	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPRR-F>>	1 WPRR-F>>	1 WPRR-F	1 WPRR-F>	1 WPRR-F>	1 WPRR-F>>	1 WPRR-F>>	1 WPRR-F	1 WPRR-F>	1 WVAM
2 WFBG-F	2 WALY-F>	WALY-F	2 WALY-F>	2 WVAM	2 WFBG >>	2 WHPA-F	WHPA-F>	2 WVAM	WHPA-F
WALY-F>>	3 WHPA-F>	3 WHPA-F>	3 WHPA-F	WHPA-F	3	WFBG	3 WALY-F>>	WFBG	3 WPRR-F
4	4 WFBG-F>	4 WFBG	WFBG-F>	WALY-F	4	WALY-F>	4	4 WHPA-F	WALY-F
5	5 WFBG >>	5	5 WVAM	5	5	5 WLAK-F	5	WALY-F	5 WFBG
			WFBG >>			WIYQ-F>>			

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		30 (2)	30 (2)	19.9	17.7
AOR/CLASSIC		2 (2)	2 (2)	1.3	1.8
AC/OLDIES/SOFT ROCK		32 (3)	32 (3)	21.2	19.5
MOR/VARIETY	26 (3)		26 (3)	17.2	13.4
COUNTRY	20 (1)	5 (1)	25 (2)	16.6	20.7
BLACK/URBAN					
BEAUTIFUL/EASY		24 (1)	24 (1)	15.9	17.1
NEWS/TALK					6.1
NOSTALGIA	8 (1)		8 (1)	5.3	3.7
RELIGION/GOSPEL		2 (1)	2 (1)	1.3	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		2 (1)	2 (1)	1.3	
	54 (5)	97 (11)	151 (16)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
WGMR-F	101.1	Tyrone/St.Colge	2.7/5.4
WJSM-F	92.7	Martinsburg	1.1/2.5
WTRN	1340	Tyrone	0.5/5.0
WBXQ-F	94.3	Cresson	1.1/8.4
WDVE-F	102.5	Pittsburgh	0.5/2.0
WIYQ-F	99.1	Ebensburg/Jnstn	2.1/8.2
WLAK-F	103.5	Huntingdon	1.1/3.1
WMYG-F	96.9	Braddock	0.5/1.9

RADIO STATIONS

WFBG, 1290, 5 KW/1 KW (DA-N), MOR/AC — ABC I, US 2, $ 30.00 (Eastman) — Empire — Dick DiAndrea
WKMC, 1370, 5 KW/38 W (DA-1), NOSTALGIA — SMN, $ 12.00 (Roslin) — (ROARING SPRING) — Don Snyder
WRTA, 1240, 1 KW, TALK/MOR — TALKNT, SUN, $ 19.00 (---) — David Wolf
WVAM, 1430, 5 KW/1 KW (DA-N), COUNTRY — RADRAD, $ 18.00 (Torbet) — Jerry Hudkins

WALY-F, 103.9, .3 KW @ 984, AC — APR, $ 18.00 (K & P) — Bill McKay
WFBG-F, 98.1, 30 KW @ 1000, BTFL/EZ — CBS, ABC I, $ 26.00 (Eastman) — Empire — Dick DiAndrea
WHPA-F, 104.9, .1 KW @ 1417, AC — SMN, $ 14.00 (Roslin) — (HOLLIDAYSBURG) — Don Snyder
WPRR-F, 100.1, 3 KW @ 17, CHR — RADRAD, $ 27.00 (Torbet) — Jerry Hudkins

MISCELLANEOUS COMMENTS: WVAM, WPRR-F sold for $1,600,000. WKMC, WHPA-F (Hollidaysburg) sold for $1,300,000.

AMARILLO

Arbitron Rank/Pop (12+): 176/161,400

MSA Rank/Pop: 205/196,700
ADI # 119
Average Person Ratings: 16.4
Market TSL: 22.0 hours

Stations: 14/14
Diaries: 564/286:1/52.2%
Sample Target: 550
% Below Line: 0.0
% Not Listed: 14.8

1988 Revenue: $5,800,000
HH Inc.: $32,146
Retail $: 1.5 Bil
Pop per Station: 11,528
#1 Biller: KIXZ/KMML-F $1,200,000

12+ METRO		1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KQIZ-F	(CHR)	39/14.8	----	13.5	----	8.6	----	70/841	504/31.2	25.6	21.2	62	18.7	50	514	KQIZ-F
KMML-F	(C)	39/14.8	----	9.9	----	14.7	----	74/782	433/26.8	22.1	24.0	124	16.4	44	470	KMML-F
3. KLSF-F	(AC)	22/ 8.3	----	9.1	----	13.5	----	28/374	265/16.4	22.2	22.9	102	9.3	25	275	KLSF-F
4. KMLT-F	(AC)	21/ 8.0	----	9.9	----	10.2	----	39/505	282/17.5	17.7	18.3	115	9.7	26	256	KMLT-F
5. KGNC	(N/T)	20/ 7.6	----	7.9	----	2.9	----	37/610	326/20.2	18.2	11.9	61	5.2	14	207	KGNC
KAKS-F	(CHR)	20/ 7.6	----	10.3	----	8.6	----	39/455	325/20.1	21.1	17.0	68	7.5	20	293	KAKS-F
7. KDJW-AF	(C)	15/ 5.7	----	8.8	----	13.0	----	20/421	283/17.5	16.2	22.9	116	5.9	10	199	KDJW-AF
8. KHWK-F	(AOR)	12/ 4.5	----	3.2	----	4.1	----	13/204	178/11.0	7.1	7.6	131	10.1	27	267	KHWK-F
9. KPUR	(O)	11/ 4.2	----	5.6	----	2.0	----	14/209	155/ 9.6	5.9	6.3	171	2.2	6	81	KPUR
10. KIXZ	(C)	10/ 3.8	----	4.8	----	6.9	----	19/355	197/12.2	12.0	14.4	87	1.5	4	139	KIXZ
11. KZIP	(SP)	6/ 2.3	----	----	----	2.0	----	9/82	65/ 4.0	0.0	2.6	113	1.1	3	59	KZIP
KESE-F	(C)	6/ 2.3	----	5.2	----	2.0	----	6/95	76/ 4.7	10.5	5.4	113	0.7	2	70	KESE-F
13. KAKS	(AC)	4/ 1.5	----	1.6	----	2.0	----	4/54	45/ 2.8	3.6	4.3	173	0.4	1	17	KAKS
14.																
15.																

12+ FM SHARE (METRO): 75.56% (170 of 225) (SPG 88: 74.46%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQIZ-F>>	1 KQIZ-F	1 KMML-F	1 KMML-F>	1 KMML-F>	1 KMML-F>	1 KMML-F	1 KMML-F>	1 KQIZ-F<	1 KQIZ-F>>	1 KLSF-F
2 KAKS-F>>	2 KMML-F	2 KQIZ-F	2 KQIZ-F	2 KQIZ-F	2 KGNC	2 KQIZ-F	2 KQIZ-F	2 KMML-F>	2 KMML-F	KGNC
3	KLSF-F	3 KLSF-F>	3 KMLT-F	KMLT-F	3 KDJW-AF	3 KGNC >	3 KLSF-F>	3 KAKS-F	KAKS-F	3 KMLT-F
4	4 KAKS-F	4 KMLT-F	4 KLSF-F	4 KLSF-F	4 KMLT-F	4 KMLT-F	4 KMLT-F	4 KMLT-F	4 KLSF-F	4 KQIZ-F
5	5 KHWK-F	KAKS-F	5 KPUR	5 KPUR	5 KIXZ	5 KDJW-AF	KGNC <	KLSF-F	5 KGNC	KMML-F
6	6	6	6	6	6	6 KLSF-F	6 KDJW-AF<	6 KGNC	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQIZ-F	1 KLSF-F	1 KMLT-F	1 KMML-F	1 KMML-F>	1 KQIZ-F	1 KHWK-F	1 KHWK-F>	1 KMML-F>	1 KMML-F>
2 KLSF-F>	2 KQIZ-F	2 KMML-F	KQIZ-F	2 KMLT-F	2 KAKS-F>	2 KQIZ-F	2 KMML-F	2 KQIZ-F	2 KDJW-AF
3 KMML-F	3 KMML-F	KLSF-F	3 KLSF-F	3 KQIZ-F	3 KLSF-F>	3 KMML-F	3 KAKS	3 KHWK-F	KHWK-F
KAKS-F>	4 KMLT-F	4 KAKS-F	4 KMLT-F	KLSF-F	4 KMML-F	4 KAKS-F	4 KQIZ-F	4 KLSF-F	4 KPUR
5 KZIP	KAKS-F>	5 KQIZ-F	5 KAKS-F	5	KHWK-F>>	5 KLSF-F	KPUR	5	5
6	6	6	6	6	6	6	KGNC	6	6

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		59 (2)	59 (2)	26.2	26.0
AOR/CLASSIC		12 (1)	12 (1)	5.3	10.8
AC/OLDIES/SOFT ROCK	15 (2)	43 (2)	58 (4)	25.8	28.1
MOR/VARIETY					
COUNTRY	14 (2)	56 (3)	70 (5)	31.1	25.5
BLACK/URBAN					
BEAUTIFUL/EASY					
NEWS/TALK	20 (1)		20 (1)	8.9	8.7
NOSTALGIA					
RELIGION/GOSPEL					
SPANISH	6 (1)		6 (1)	2.7	
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.9
	55 (6)	170 (8)	225 (14)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

RADIO STATIONS

KAKS, 1550, 1 KW (DAYS)	, OLDIES	, $	13.00 (HNWH)	(CANYON)	Jack Auldridge
KDJW, 1010, 5 KW/500 W (DA-2)	, SIMULCAST WITH KDJW-F				
KGNC, 710, 10 KW (DA-2)	, NEWS/TALK	CBS, ABC T, $	20.00 (Katz)	Stauffer	Bob Russell
KIXZ, 940, 5 KW/1 KW (DA-2)	, COUNTRY	ABC I, $	17.00 (Banner)		Richard Haines
KPUR, 1440, 5 KW/1 KW (DA-2)	, OLDIES	CNN, TRNSTR, $	13.00 (Republic)		A. Lair
KZIP, 1310, 1 KW (DAYS)	, HISPANIC	, $	10.00 (Lotus)		George Veloz
KAKS-F, 107.9, 100 KW @ 600	, CHR	US 1, $	20.00 (HNWH)		Jack Auldridge
KDJW-F, 94.1, 100 KW @ 690	, COUNTRY	NBC, MBS, $	24.00 (Torbet)		Dugg Collins
KESE-F, 101.9, 100 KW @ 730	, COUNTRY	, $	16.00 (---)		Phil Kappler
KHWK-F, 107.1, 3 KW @ 300	, AOR	, $	15.00 (Republic)	(CANYON)	---
KLSF-F, 96.5, 100 KW @ 669	, AC	, $	27.00 (Banner)	Bakke	Mike Fox
KMLT-F, 97.9, 100 KW @ 1285	, SOFT AC	, $	23.00 (Katz)	Stauffer	Bob Russell
KMML-F, 98.7, 100 KW @ 480	, COUNTRY	ABC I, $	27.00 (Banner)		Richard Haines
KQIZ-F, 93.1, 100 KW @ 700	, CHR	, $	24.00 (Mc-Guild)	First Sierra	Doug Stalker

MISCELLANEOUS COMMENTS: KATP-F to KHWK-F (Oct. 88)

ANCHORAGE

Arbitron Rank/Pop (12+): 157/185,200	Stations: 18/18	1988 Revenue: $8,100,000
	Diaries: 514/360:1/46.5%	HH Inc.: $43,680
MSA Rank/Pop: 185/231,700	Sample Target: 550	Retail $: 2.6 Bil
No ADI	% Below Line: 0.0	Pop per Station: 10,288
Average Person Ratings: 18.7	% Not Listed: 12.1	#1 Biller: KGOT-F $1,300,000
Market TSL: 25.25 hours		

12+ METRO		1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KPXR-F	(CHR)	41/11.8	8.1	7.8	11.4	7.4	9.8	55/624	500/27.0	21.1	20.4	57	12.3	40	432	KPXR-F
2. KWHL-F	(AOR)	38/11.0	12.8	14.3	11.1	13.3	12.3	40/456	376/20.3	19.9	21.7	91	11.3	37	404	KWHL-F
3. KGOT-F	(CHR)	36/10.4	12.8	13.3	20.4	16.2	14.2	39/620	545/29.4	32.9	27.2	68	14.1	46	528	KGOT-F
4. KASH-F	(C)	30/ 8.7	5.2	6.1	4.5	8.3	6.1	31/346	309/16.7	11.9	12.4	125	8.3	27	334	KASH-F
5. KENI	(N/T)	25/ 7.2	3.8	4.8	3.8	3.2	4.9	27/305	258/13.9	9.7	12.0	88	3.4	11	148	KENI
6. KEAG-F	(O)	22/ 6.4	9.3	9.2	0.0	0.0	6.2	28/361	291/15.7	17.4	0.0	138	5.8	19	318	KEAG-F
7. KFQD	(AC)	21/ 6.1	5.5	5.4	6.2	8.8	5.8	30/365	236/12.7	14.6	18.2	138	4.0	13	191	KFQD
8. KHAR	(EZ)	14/ 4.0	2.3	3.4	4.5	3.8	3.5	17/199	157/ 8.5	8.8	8.0	63	3.4	11	103	KHAR
9. KNIK-F	(J/NA)	13/ 3.8	5.5	6.1	3.5	5.9	4.7	13/215	207/11.2	11.8	11.2	87	4.0	13	216	KNIK-F
10. KYAK	(C)	11/ 3.2	4.9	6.1	7.3	5.0	5.4	18/222	147/ 7.9	12.1	12.6	131	5.2	17	180	KYAK
KENI-F	(AC)	11/ 3.2	2.3	3.4	3.8	4.7	3.2	11/200	188/10.2	11.3	10.5	144	1.2	4	141	KENI-F
12. KLEF-F	(CL)	10/ 2.9	6.1	0.0	0.0	0.0	2.3	14/217	184/ 9.9	0.0	0.0	145	4.6	15	149	KLEF-F
KKLV-F	(AC)	10/ 2.9	3.5	2.7	4.5	5.3	3.4	13/256	206/11.1	9.7	12.1	131	1.8	6	126	KKLV-F
14. KYMG-F	(AC)	6/ 1.7	0.0	0.0	0.0	0.0	0.4	10/157	130/ 7.0	0.0	0.0	100	0.6	2	64	KYMG-F
KKSD	(BB)	6/ 1.7	2.3	1.0	1.0	1.5	1.5	6/74	62/ 3.3	4.5	2.8	124	2.1	7	64	KKSD

12+ FM SHARE (METRO): 72.70% (221 of 304) (SPG 88: 72.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPXR-F>>	1 KWHL-F	1 KWHL-F	1 KWHL-F	1 KASH-F	1 KENI	1 KWHL-F<	1 KWHL-F<	1 KGOT-F	1 KPXR-F	1 KWHL-F>
2 KGOT-F>>	2 KGOT-F	2 KPXR-F	2 KASH-F<	2 KWHL-F	2 KASH-F>	2 KPXR-F	2 KGOT-F	2 KPXR-F	2 KENI	2 KENI >
3 KWHL-F>>	3 KPXR-F>>	KGOT-F	3 KEAG-F	3 KEAG-F	3 KHAR	3 KGOT-F	3 KPXR-F	3 KWHL-F	3 KWHL-F	3 KASH-F>
4	4 KFQD	4 KASH-F	4 KFQD	4 KFQD	4 KEAG-F	4 KASH-F	4 KASH-F	4 KASH-F	4 KGOT-F>	4 KPXR-F
5	KASH-F	5 KEAG-F	5 KGOT-F	5 KGOT-F	5 KFQD	5 KFQD	5 KEAG-F	5 KEAG-F	5 KASH-F	KFQD
6	6	6 KFQD	6 KPXR-F	6	6	6 KENI	6	6	6	KEAG-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KPXR-F	1 KGOT-F	1 KGOT-F>	1 KPXR-F	1 KASH-F	1 KPXR-F	1 KWHL-F>>	1 KWHL-F>>	1 KWHL-F>	1 KWHL-F
KGOT-F	2 KPXR-F	2 KWHL-F	2 KGOT-F	2 KPXR-F	2 KWHL-F	2 KGOT-F	2 KGOT-F	2 KGOT-F	2 KASH-F
3 KWHL-F>	3 KWHL-F>	KPXR-F	3 KWHL-F	3 KEAG-F	KGOT-F>>	3 KPXR-F>	3 KASH-F	3 KASH-F	3 KFQD
4 KNIK-F>	4 KFQD	KFQD	4 KASH-F	4 KGOT-F	4 KNIK-F>>	4 KASH-F	4	4 KPXR-F	KEAG-F
5 KYMG-F>>	5 KENI-F	KENI-F	5 KEAG-F	KFQD	5 KENI	5	5	KFQD	5 KENI
6	KEAG-F	6 KEAG-F	6 KFQD	6 KWHL-F	6	6	6	KEAG-F	6

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		77 (2)	77 (2)	25.3	23.5
AOR/CLASSIC		38 (1)	38 (1)	12.5	15.9
AC/OLDIES/SOFT ROCK	24 (2)	53 (5)	77 (7)	25.3	28.4
MOR/VARIETY					
COUNTRY	11 (1)	30 (1)	41 (2)	13.5	14.8
BLACK/URBAN					
BEAUTIFUL/EASY	14 (1)		14 (1)	4.6	3.8
NEWS/TALK	25 (1)		25 (1)	8.2	5.3
NOSTALGIA	6 (1)		6 (1)	2.0	
RELIGION/GOSPEL	3 (1)		3 (1)	1.0	1.5
SPANISH					
CLASSICAL		10 (1)	10 (1)	3.3	
JAZZ/NEW AGE		13 (1)	13 (1)	4.3	6.8
UNKNOWN/OTHERS					
	83 (7)	221 (11)	304 (18)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
KBYR	700	Anchorage	0.9/6.4
KCPA	1020	Eagle River	0.9/4.3
KXDZ-F	103.1	Anchorage/Wasil	1.2/4.1

RADIO STATIONS

KBYR, 700, 10 KW, OLDIES	CBS, $	11.00 (Roslin)		Ron Moore
KENI, 550, 5 KW (DA-1), TALK/NEWS	ABC I, NBC, $	17.00 (Katz)		John Ruby
KFQD, 750, 50 KW, AC	, $	31.00 (Mc-Guild)		Roy Robinson
KHAR, 590, 5 KW (DA-1), BTFL/EZ	, $	14.00 (Tacher)		Ron Clement
KKSD, 1080, 10 KW (DA-1), NOSTALGIA	SMN, ABC E, $	11.00 (MMR)	Comm. Pacific	Dennis Bookey
KYAK, 650, 50 KW (DA-1), COUNTRY	MBS, $	20.00 (Christal)	Olympia	Gary Donavan
KASH-F, 107.5, 100 KW @ -300, COUNTRY	ABC E, $	22.00 (MMR)	Comm. Pacific	Dennis Bookey
KEAG-F, 97.3, 100 KW @ 590, OLDIES	, $	20.00 (Republic)		Jack Frost
KENI-F, 100.5, 25 KW @ 179, AC	ABC I, NBC, $	17.00 (Katz)		John Ruby
KGOT-F, 101.3 26 KW @ -70, CHR	MBS, $	34.00 (Christal)	Olympia	Gary Donovan
KKLV-F, 104.1 55 KW @ 61, AC	APR, $	15.00 (Tacher)		Patricia Harpel
KLEF-F, 98.1, 25 KW @ -85, CLASSICAL	, $	18.00 (CMBS)		Ron Goodfellow
KNIK-F, 105.3, 60 KW @ 260, JAZZ/NAC	CBS, $	15.00 (Roslin)		Ron Moore
KPXR-F, 102.1, 25 KW @ 165, CHR	, $	31.00 (Katz)	Ingstad	Don Nordin
KWHL-F, 106.5, 50 KW @ -99, AOR	, $	34.00 (Mc-Guild)		Roy Robinson
KXDZ-F, 103.1, 3 KW @ -150, AC	TRNSTR, $	13.00 (---)		Bill Lawrence
KYMG-F, 98.9, 100 KW @ 500, AC	APR, $	15.00 (Republic)		---

MISCELLANEOUS COMMENTS: KENI A/F (83%) sold for $1,200,000.

ANN ARBOR

Arbitron Rank/Pop (12+): 143/230,400

MSA Rank/Pop: 161/270,500
Detroit ADI
Average Person Ratings: 17.0
Market TSL: 22.25 hours

Stations: 23/4
Diaries: 661349 :1/55.5%
Sample Target: 610
% Below Line: 19.4
% Not Listed: 24.2

1988 Revenue: NA
HH Inc.: NA
Retail $: 1.9 Bil
Pop per Station: 57,600
#1 Biller: NA

12+ METRO		1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WJR	(MOR)	47/12.0	----	13.5	----	12.9	----	47/606	606/26.3	29.5	26.5	79	13.5	55	569	WJR
2. WIQB-F	(AOR)	28/ 7.1	----	7.8	----	8.7	----	28/548	548/23.8	22.9	23.6	115	12.1	49	591	WIQB-F
3. WCSX-F	(AOR)	23/ 5.9	----	5.7	----	7.6	----	23/392	392/17.0	16.1	15.3	115	4.8	19	355	WCSX-F
4. WJLB-F	(B)	18/ 4.6	----	2.4	----	4.2	----	18/235	235/10.2	7.8	10.7	89	6.0	25	337	WJLB-F
WHYT-F	(CHR)	18/ 4.6	----	7.5	----	4.5	----	18/431	431/18.7	19.9	15.5	89	5.9	24	445	WHYT-F
6. WWWW-F	(C)	16/ 4.1	----	3.6	----	3.4	----	16/256	256/11.1	8.9	10.9	110	4.5	18	248	WWWW-F
WNIC-F	(AC)	16/ 4.1	----	4.2	----	3.9	----	16/315	315/13.7	14.4	13.2	144	2.5	10	215	WNIC-F
8. WLLZ-F	(AOR)	14/ 3.6	----	4.2	----	4.5	----	14/278	278/12.1	12.5	14.1	50	7.7	31	353	WLLZ-F
9. WDFX-F	(CHR)	13/ 3.3	----	1.8	----	1.4	----	13/284	284/12.3	8.1	8.3	27	3.2	13	234	WDFX-F
10. WRIF-F	(AOR)	12/ 3.1	----	4.2	----	7.6	----	12/400	400/17.4	17.1	21.3	87	9.6	39	437	WRIF-F

12+ FM SHARE (METRO): 78.45% (233 of 297) (SPG 88: 73.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDFX-F	1 WIQB-F	1 WIQB-F	1 WIQB-F	1 WJR	1 WJR >>	1 WJR >>	1 WJR	1 WJR	1 WJR >	1 WJR >
2 WHYT-F>	2 WCSX-F>	2 WCSX-F>	2 WCSX-F	2 WIQB-F	2	2 WJLB-F	2 WIQB-F	2 WIQB-F	2 WIQB-F	2 WAAM >
3 WJLB-F>>	3 WLLZ-F	3 WJR	3 WJR	3 WCSX-F	3	WIQB-F	3 WCSX-F	3 WCSX-F	3 WJLB-F	3 WJLB-F
4	4 WRIF-F	4 WNIC-F	4 WNIC-F	4 WNIC-F	4	4 WNIC-F	4 WLLZ-F<	4 WHYT-F	WCSX-F	4 WCSX-F>>
5	5 WNIC-F	5	5	5	5	5 WCSX-F	5 WHYT-F	5	5 WDFX-F	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJLB-F	1 WIQB-F	1 WNIC-F	1 WJLB-F	1 WJR >	1 WLLZ-F>	1 WCSX-F	1 WCSX-F	1 WCSX-F	1 WIQB-F
WIQB-F>	2 WJLB-F>	WIQB-F>	WIQB-F	2 WJLB-F	2 WCSX-F	2 WIQB-F	2 WIQB-F	WIQB-F>	2 WJR
3 WRIF-F	3 WCSX-F	3 WJR	3 WHYT-F	3 WHYT-F	3 WIQB-F	3 WLLZ-F>	3 WNIC-F>	3 WLLZ-F	WCSX-F>
WLLZ-F	4	WJLB-F	4 WJR	WIQB-F	4 WRIF-F	4 WRIF-F	4 WRIF-F	4 WNIC-F	4 WNIC-F
WHYT-F	5	WCZY-F	5	5	WDFX-F>>	WNIC-F	WLTI-F	5	5
WCSX-F	6	WCSX-F	6	6	6	6	WJR	6	6

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		42 (3)	42 (3)	14.1	17.8
AOR/CLASSIC		77 (4)	77 (4)	25.9	27.2
AC/OLDIES/SOFT ROCK		50 (5)	50 (5)	16.8	14.1
MOR/VARIETY	55 (2)		55 (2)	18.5	18.8
COUNTRY	2 (1)	16 (1)	18 (2)	6.1	7.2
BLACK/URBAN		18 (1)	18 (1)	6.1	2.9
BEAUTIFUL/EASY		11 (1)	11 (1)	3.7	3.3
NEWS/TALK	4 (1)		4 (1)	1.3	1.4
NOSTALGIA					2.5
RELIGION/GOSPEL	3 (1)		3 (1)	1.0	
SPANISH					
CLASSICAL		11 (1)	11 (1)	3.7	2.9
JAZZ/NEW AGE		8 (2)	8 (2)	2.7	1.8
UNKNOWN/OTHERS					
	64 (5)	233 (18)	297 (23)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
WAAM	1600	Ann Arbor/Ypsil	2.0/8.4
WAMX-F	107.1	Ann Arbor	1.3/3.6
WWCM	990	Ypsilanti	0.8/1.7
CKMR-F	93.9	Windsor	2.3/6.9
WCXI	1130	Detroit	0.5/2.6
WCZY-F	95.5	Detroit	2.8/16.3
WJOI-F	97.1	Detroit	2.8/5.8
WJZZ-F	105.9	Detroit	1.3/6.1
WLTI-F	93.1	Detroit	2.3/6.7
WOMC-F	104.3	Detroit	2.8/8.6
WQRS-F	105.1	Detroit	2.8/7.0
WVAE-F	92.3	Detroit	0.8/3.8
WWJ	950	Detroit	1.0/6.8

RADIO STATIONS

WAAM, 1600, 5 KW (DA-2) , MOR ABC E, NBC, $ 12.00 (---) ---

WAMX-F, 107.1, 3 KW @ 260, AC , $ 15.00 (Mich. Spart.) Domino's Pizza Jim Baughn
WIQB-F, 102.9, 49 KW @ 500, AOR ABC F, $ 50.00 (Mc-Guild) Mike Solan

OTHER RANKED STATIONS -- See Detroit

MISCELLANEOUS COMMENTS: WPAG-F changes calls to WAMX-F (Apr.)
WAMX-F changes from BTFL to AC (Apr.)
WAHC-F changes calls to WUSW-F (March)

APPLETON-OSHKOSH

Arbitron Rank/Pop (12+): 133/256,100

MSA Rank/Pop: 149/313,100
Green Bay ADI
Average Person Ratings: 19.3
Market TSL: 24.75 hours

Stations: 22/13
Diaries: 604/424:1/57.5%
Sample Target: 630
% Below Line: 20.4
% Not Listed: 14.6

1988 Revenue: $7,300,000
HH Inc.: $33,022
Retail $: 1.8 Bil
Pop per Station: 19,700
#1 Biller: WAPL-F $2,000,000

12+ METRO		1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WAPL-F	(AOR)	79/16.0	12.0	15.2	14.8	14.3	14.5	157/1604	735/28.7	28.7	27.6	109	21.0	92	928	WAPL-F
2. WIXX-F	(CHR)	44/ 8.9	12.7	11.8	9.5	11.9	10.7	153/2141	766/29.9	31.8	28.2	109	13.7	60	842	WIXX-F
3. WMGV-F	(CHR)	42/ 8.5	10.4	7.1	6.3	4.0	8.1	67/954	615/24.0	18.6	14.2	78	10.7	47	572	WMGV-F
4. WROE-F	(EZ)	33/ 6.7	7.1	9.1	9.0	10.1	8.0	37/473	419/16.4	15.0	18.8	99	4.3	19	257	WROE-F
5. WUSW-F	(C)	24/ 4.9	4.7	4.2	4.8	2.1	4.7	28/351	266/10.4	8.7	6.0	159	4.3	19	200	WUSW-F
6. WYNE	(C)	23/ 4.7	3.8	5.2	5.0	9.3	4.7	26/317	266/10.4	10.5	15.1	132	4.6	20	202	WYNE
7. WRJQ	(BB)	22/ 4.5	4.0	2.5	4.0	1.1	3.8	29/274	182/ 7.1	4.4	3.3	36	2.1	9	103	WRJQ
8. WNAM	(AC)	21/ 4.3	1.8	2.2	4.5	4.0	3.2	29/447	334/13.0	10.3	11.4	100	3.4	15	262	WNAM
9. WKFX-F	(O)	19/ 3.8	3.1	4.9	4.5	4.5	4.1	32/569	314/12.3	12.8	14.6	195	3.4	15	198	WKFX-F
10. WDUZ-F	(EZ)	18/ 3.6	2.2	3.9	2.3	3.7	3.0	58/862	231/ 9.0	7.3	7.5	86	3.0	13	149	WDUZ-F
WHBY	(MOR)	18/ 3.6	7.6	5.4	8.5	6.3	6.3	18/415	363/14.2	15.2	16.8	108	7.3	32	497	WHBY
12. WOSH	(MOR)	17/ 3.4	5.1	?.9	4.3	3.2	4.2	17/257	232/ 9.1	10.8	8.6	47	3.0	13	227	WOSH
13. WGEE	(C)	16/ 3.2	1.8	2.2	2.5	1.9	2.4	54/674	205/ 8.0	7.8	8.4	38	1.8	8	162	WGEE
14.																
15.																

12+ FM SHARE (METRO): 65.40% (276 of 422) (SPG 88: 67.31%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WMGV-F	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>	1 WAPL-F>	1 WROE-F>	1 WAPL-F>	1 WAPL-F>>	1 WAPL-F>	1 WAPL-F>	1 WAPL-F>>
2 WIXX-F>>	2 WMGV-F	2 WIXX-F	2 WIXX-F	2 WIXX-F	2 WRJQ	2 WIXX-F	2 WROE-F	2 WIXX-F	2 WIXX-F<	2 WOZZ-F
3	3 WIXX-F>>	3 WMGV-F	3 WKFX-F	3 WUSW-F	3 WYNE	3 WMGV-F	3 WIXX-F	3 WMGV-F>	3 WMGV-F	WIXX-F
4	4	4	4 WMGV-F	4 WKFX-F	WOSH	4 WROE-F<	4 WNAM	4 WROE-F	4 WHBY	WMGV-F
5	5	5	5 WUSW-F	5	5	5 WYNE	WMGV-F	5	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAPL-F>>	1 WAPL-F>	1 WMGV-F	1 WAPL-F	1 WIXX-F		1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>>
2 WMGV-F>	2 WMGV-F>	WAPL-F	2 WMGV-F	2 WROE-F		2 WMGV-F>	2 WIXX-F	2 WIXX-F>	2 WIXX-F	2 WUSW-F
3 WIXX-F>>	3 WIXX-F>>	3 WIXX-F>	3 WIXX-F>	WMGV-F		3 WRJQ	3 WMGV-F>	3 WUSW-F	3 WKFX-F	WKFX-F
4	4	4 WUSW-F	4 WROE-F	4 WAPL-F		4	4 WUSW-F	WKFX-F	4 WMGV-F	4 WIXX-F
5	5	WROE-F	5 WYNE	5		5	WKFX-F	5	5 WUSW-F	5

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		86 (2)	86 (2)	20.4	13.2
AOR/CLASSIC		79 (1)	79 (1)	18.7	17.0
AC/OLDIES/SOFT ROCK	31 (2)	24 (3)	55 (5)	13.0	22.8
MOR/VARIETY	43 (3)		43 (3)	10.2	11.5
COUNTRY	39 (2)	24 (1)	63 (3)	14.9	15.1
BLACK/URBAN					
0.6/5.4					
BEAUTIFUL/EASY		51 (2)	51 (2)	12.1	14.6
NEWS/TALK	2 (1)		2 (1)	0.5	
NOSTALGIA	31 (2)		31 (2)	7.3	3.3
RELIGION/GOSPEL		4 (1)	4 (1)	0.9	2.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		8 (2)	8 (2)	1.9	
	146 (10)	276 (12)	422 (22)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEMI-F	100.1	Neenah-Menasha	0.8/5.7
WMBE	1530	Chilton	1.8/2.0
WQWM	1050	Kaukauna	2.0/7.5
WFON-F	107.1	Fond Du Lac	0.6/5.4
WGN	720	Chicago	0.4/2.8
WMGU-F	104.9	Stevens Point	0.4/1.6
WOZZ-F	93.5	New London	1.2/2.0
WTMJ	620	Milwaukee	1.6/4.0
WYCO-F	107.9	Wausau	0.4/3.2

RADIO STATIONS

WHBY, 1230, 1 KW	, MOR	CBS, $	25.00 (Eastman)	Woodward	Susan Knaack
WMBE, 1530, 250 W (DAYS)	, NOSTALGIA	, $	6.00 (---)	(CHILTON)	Bob Art
WNAM, 1280, 5 KW/1 KW (DA-1)	, AC	ABC I, $	16.00 (K & P)		Jim Schuh
WOSH, 1490, 1 KW	, MOR	NBC, $	17.00 (HNWH)	Midwest Family	Bill Mann
WQWM, 1050, 1 KW/500 W (DA-2)	, OLDIES	, $	13.00 (Katz)		John Nehmer
WRJQ, 1570, 1 KW/331 W	, NOSTALGIA	, $	13.00 (---)		---
WYNE, 1150, 5 KW (DA-2)	, COUNTRY	ABC E, $	19.00 (Republic)	Fox Valley	Jim Hodges
WAPL-F, 105.7, 100 KW @ 410	, AOR	, $	46.00 (Eastman)	Woodward	Susan Knaack
WKFX-F, 104.9, 1 KW @ 480	, OLDIES	ABC R, $	19.00 (Katz)	WinCom	Craig Eckert
WMGV-F, 103.9, 3 KW @ 330	, CHR	SOURCE, $	23.00 (HNWH)	Midwest Family	Bill Mann
WROE-F, 94.3, 3 KW @ 330	, BTFL/EZ	APR, $	21.00 (Republic)	Fox Valley	Jim Hodges
WUSW-F, 96.7, 3 KW @ 293	, COUNTRY	ABC I, $	15.00 (K & P)		Jim Schuh

OTHER RANKED STATIONS -- See Green Bay

ASHEVILLE

Arbitron Rank/Pop (12+): 176/161,400

MSA Rank/Pop: 226/172,900
Greenville ADI
Average Person Ratings: 17.1
Market TSL: 22.5 hours

Stations: 15/8
Diaries: 575/281:1/56.5%
Sample Target: 550
% Below Line: 1.8
% Not Listed: 14.9

1988 Revenue: $5,000,000
HH Inc.: $27,399
Retail $: 1.4 Bil
Pop per Station: 20,175
#1 Biller: WWNC $2,200,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WWNC (C)	54/19.6	----	27.4	----	41.8	----	62/803	613/38.0	43.0	52.9	72				WWNC
2. WKSF-F (CHR)	50/18.1	----	20.7	----	24.1	----	89/1247	585/36.2	37.6	37.4	82				WKSF-F
3. WMYI-F (AC)	26/ 9.4	----	10.8	----	----	----	53/705	324/20.1	21.5	0.0	188				WMYI-F
4. WESC-F (C)	25/ 9.1	----	7.1	----	4.7	----	58/809	278/17.2	13.3	12.9	124				WESC-F
5. WISE (MOR)	18/ 6.5	----	2.9	----	2.2	----	19/232	190/11.8	7.6	9.1	66				WISE
6. WSPA-F (EZ)	16/ 5.8	----	6.6	----	4.3	----	31/409	152/ 9.4	9.1	7.8	74				WSPA-F
7. WTOO (REL)	12/ 4.3	----	1.7	----	2.2	----	12/126	108/ 6.7	7.0	8.2	116				WTOO
8. WMIT-AF (REL)	10/ 3.7	----	0.4	----	1.8	----	26/399	188/11.6	4.5	5.6	76				WMIT-AF
9. WXRC-F (AOR)	9/ 3.3	----	2.9	----	1.3	----	29/229	67/ 4.2	3.6	3.7	106				WXRC-F
10. WCKZ-F (B)	7/ 2.5	----	----	----	----	----	19/216	52/ 3.2	0.0	0.0	112				WCKZ-F

12+ FM SHARE (METRO): 62.55% (147 of 235) (SPG 88: 59.80%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKSF-F>>	1 WKSF-F>>	1 WKSF-F>	1 WMYI-F	1 WMYI-F	1 WWNC >>	1 WWNC >>	1 WWNC	1 WKSF-F	1 WKSF-F>>	1 WKSF-F
2	2 WMYI-F>	2 WMYI-F>	2 WKSF-F>	2 WKSF-F	2 WESC-F	2 WKSF-F>	2 WKSF-F	2 WWNC	2 WWNC	2 WWNC >
3	3 WESC-F	3 WESC-F	3 WWNC	3 WWNC	WISE	3 WMYI-F	3 WMYI-F	3 WMYI-F	3 WESC-F>	3 WESC-F
4	4	4 WWNC	4 WESC-F	4 WESC-F>>	4 WSPA-F	4 WESC-F	4 WESC-F	4 WESC-F	4 WMYI-F	4

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKSF-F>>	1 WKSF-F>>	1 WKSF-F>	1 WKSF-F>	1 WMYI-F	1 WKSF-F>>	1 WKSF-F>>	1 WXRC-F	1 WKSF-F>	1 WMYI-F
2 WESC-F	2 WMYI-F>	2 WMYI-F>>	2 WMYI-F>	WKSF-F	2	2 WXRC-F	WMYI-F	2 WMYI-F	2 WESC-F>
3	3 WESC-F	3 WCKZ-F	3 WWNC	3 WWNC >>	3	3 WMYI-F	3 WKSF-F>	WESC-F>	3 WWNC
4	4	WWNC	4	4	4	4 WESC-F>>	4 WESC-F	4 WXRC-F	WKSF-F>
								WWNC >>	5 WXRC-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		50 (1)	50 (1)	21.3	24.5
AOR/CLASSIC		9 (1)	9 (1)	3.8	3.4
AC/OLDIES/SOFT ROCK		29 (2)	29 (2)	12.3	15.7
MOR/VARIETY	20 (2)		20 (2)	8.5	7.4
COUNTRY	55 (2)	25 (1)	80 (3)	34.0	40.7
BLACK/URBAN		7 (1)	7 (1)	3.0	
BEAUTIFUL/EASY		16 (1)	16 (1)	6.8	7.8
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL	13 (2)	9 (1)	22 (3)	9.4	0.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		2 (1)	2 (1)	0.9	
UNKNOWN/OTHERS					
	88 (6)	147 (9)	235 (15)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WHBK	1460	Marshall	0.4/1.5
WSKY	1230	Asheville	0.7/8.1
WBBO-F	93.3	Forest City	0.7/3.0
WBIG	1450	Gastonia/Chrlt	
WESC	660	Greenville	
WFBC-F	93.7	Greenville	1.1/4.1

RADIO STATIONS

WISE, 1310, 5 KW/1KW (DA-N) , AC/MOR	SMN, $ 14.00 (---)		R. Madrazo
WTOO, 1380, 5 KW/1 KW (DA-N) , GOSPEL	MBS, $ 9.00 (---)	GHB	Wayne Lisenbee
WWNC, 570, 5 KW (DA-N) , COUNTRY	ABC I, $ 50.00 (Katz)	Heritage-Polacek	Dick Cullom
WKSF-F, 99.9, 48 KW @ 2672, CHR	, $ 40.00 (Katz)	Heritage-Polacek	Dick Cullom
WMIT-F, 106.9, 36 KW @ 3050, RELIGION	ABC I, $ 15.00 (---)	(BLACK MOUNTAIN)	Edna Edwards

OTHER RANKED STATIONS -- See Greenville, SC and Charlotte

MISCELLANEOUS COMMENTS: WWNC, WKSF-F sold by Heritage (Polacek) to Radio Ventures for $25,500,000...

ATLANTA

Arbitron Rank/Pop (12+): 13/2,117,200
MSA Rank/Pop: 11/2,611,500
ADI # 12
Average Person Ratings: 17.6
Market TSL: 23.00 hours

Stations: 20/19
Diaries: 1832/1156:1/51.5%
Sample Target: 1690
% Below Line: 0.3
% Not Listed: 10.9

1988 Revenue: $107,000,000
HH Inc.: $36,517
Retail $: 23.0 Bil
Pop per Station: 111,431
#1 Biller: WAOK/WVEE-F $12,600,000

12+ METRO			1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1.	WVEE-F	(B)	388/ 9.9	8.8	7.8	9.7	10.2	9.1	420/4241	3805/17.1	16.6	16.7	100	10.9	471	4707	WVEE-F
2.	WSB -F	(AC)	376/ 9.6	9.2	10.4	9.9	8.0	9.8	453/5998	4992/22.5	23.6	19.1	121	8.6	373	4207	WSB -F
3.	WAPW-F	(CHR)	365/ 9.4	8.9	7.8	5.5	5.8	7.9	483/5884	4705/21.2	16.6	14.7	56	10.9	471	5075	WAPW-F
4.	WPCH-F	(EZ)	316/ 8.1	9.9	7.6	8.0	7.9	8.4	396/4569	3753/16.9	16.1	16.6	89	6.1	262	2831	WPCH-F
5.	WKHX-F	(C)	302/ 7.7	7.7	6.4	5.8	6.6	6.9	392/4552	3327/15.0	12.8	13.7	112	5.8	251	3637	WKHX-F
6.	WSB	(MOR)	286/ 7.3	6.4	7.4	7.3	7.4	7.1	319/4724	4262/19.2	20.0	17.3	71	5.6	240	3084	WSB
7.	WKLS-F	(AOR)	225/ 5.8	6.4	8.3	10.1	9.9	7.7	318/5131	3659/16.5	17.5	18.4	100	8.8	379	4298	WKLS-F
8.	WZGC-F	(AOR)	224/ 5.7	4.9	5.5	5.9	6.4	5.5	246/3788	3301/14.9	17.7	18.3	142	6.9	297	3067	WZGC-F
9.	WFOX-F	(O)	204/ 5.2	5.3	4.2	4.1	4.8	4.7	330/4924	3457/15.6	15.0	13.4	148	6.7	290	3812	WFOX-F
10.	WYAY-F	(C)	195/ 5.0	4.4	5.8	5.7	5.4	5.2	300/3716	2516/11.3	12.4	12.8	116	6.1	264	2389	WYAY-F
11.	WGST	(N/T)	133/ 3.4	2.5	2.5	3.5	3.5	3.0	134/2284	2262/10.2	8.7	9.1	85	2.7	117	1689	WGST
12.	WQXI-AF	(AC)	128/ 3.3	5.2	4.3	4.9	5.9	4.4	144/3764	3430/15.5	15.2	15.1	124	3.7	154	2760	WQXI-AF
13.	WEKS-F	(B)	124/ 3.2	2.8	2.4	2.9	2.5	2.8	185/2437	2023/ 9.1	8.2	8.0	75	4.8	206	2501	WEKS-F
14.	WAOK	(B)	110/ 2.8	3.1	2.9	2.9	3.8	2.9	113/1541	1511/ 6.8	5.3	5.9	86	3.0	128	1071	WAOK
15.																	

12+ FM SHARE (METRO): 82.16% (2856 of 3476) (SPG 88: 81.84%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAPW-F>>	1 WVEE-F	1 WSB -F<	1 WSB -F	1 WSB -F	1 WPCH-F<	1 WVEE-F	1 WSB -F	1 WVEE-F	1 WAPW-F<	1 WVEE-F
2 WVEE-F	2 WSB -F	2 WVEE-F>	2 WVEE-F	2 WVEE-F	2 WSB >	WSB	2 WPCH-F>	WSB -F<	2 WVEE-F	WSB >>
3 WEKS-F	3 WAPW-F	3 WAPW-F	3 WZGC-F	3 WKHX-F	3 WKHX-F	3 WSB -F<	3 WKHX-F	3 WAPW-F	3 WSB >	3 WKHX-F
4 WKLS-F	4 WZGC-F	4 WZGC-F<	4 WKHX-F<	4 WZGC-F	4 WSB -F	4 WAPW-F	4 WVEE-F	4 WKHX-F	4 WSB -F	4 WAOK
5	5 WKLS-F	5 WKHX-F	5 WFOX-F	5 WFOX-F	5 WFOX-F	5 WPCH-F	5 WAPW-F	5 WPCH-F	5 WEKS-F<	5 WSB -F
6	6 WKHX-F	6 WKLS-F<	6 WPCH-F	6 WPCH-F	6 WYAY-F	WKHX-F	6 WZGC-F<	6 WZGC-F	6 WKHX-F<	WGST
7	7	7 WFOX-F	WKLS-F	7	7 WGST	7	7 WFOX-F<	7 WSB <	7 WKLS-F	WAPW-F
8	8	8	8	8	8	8	8 WSB	8 WKLS-F	8 WPCH-F	8 WYAY-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAPW-F<	1 WVEE-F	1 WVEE-F	1 WSB -F	1 WSB -F	1 WAPW-F	1 WKLS-F<	1 WZGC-F	1 WVEE-F<	1 WZGC-F<
2 WVEE-F	2 WSB -F	2 WSB -F	2 WVEE-F>	2 WVEE-F	2 WKLS-F<	2 WVEE-F	2 WVEE-F	2 WKLS-F<	2 WSB -F
3 WSB -F>>	3 WAPW-F>	3 WZGC-F	3 WAPW-F	3 WPCH-F	3 WVEE-F>>	3 WZGC-F	WKLS-F<	3 WZGC-F	3 WVEE-F<
4 WKHX-F	4 WZGC-F	4 WAPW-F	4 WKHX-F	4 WKHX-F	4 WSB -F	4 WSB -F<	4 WSB -F>	4 WSB -F	4 WFOX-F
5 WEKS-F	5 WKHX-F>	5 WKHX-F>	5 WPCH-F	5 WFOX-F	5 WZGC-F	5 WAPW-F>	5 WKHX-F>	5 WFOX-F<	5 WKHX-F<
6 WKLS-F	6 WKLS-F<	6 WPCH-F	6 WFOX-F	6 WZGC-F	6 WYAY-F	6 WKHX-F	6 WSB <	6 WAPW-F	6 WKLS-F
7 WYAY-F	7 WPCH-F	7 WKLS-F	7 WZGC-F	WAPW-F<	7 WEKS-F	7	7 WAPW-F	7 WKHX-F	7 WSB
8	8	8 WFOX-F	8 WYAY-F	8 WYAY-F	8	8	8	8	8 WYAY-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		365 (1)	365 (1)	10.5	13.5
AOR/CLASSIC		449 (2)	449 (2)	12.9	11.0
AC/OLDIES/SOFT ROCK	4 (1)	704 (3)	708 (4)	20.4	20.6
MOR/VARIETY	286 (1)		286 (1)	8.2	8.2
COUNTRY		497 (2)	497 (2)	14.3	14.0
BLACK/URBAN	135 (2)	512 (2)	647 (4)	18.6	18.3
BEAUTIFUL/EASY		316 (1)	316 (1)	9.1	8.8
NEWS/TALK	162 (2)		162 (2)	4.7	3.9
NOSTALGIA					3.9
RELIGION/GOSPEL	15 (1)	13 (1)	28 (2)	0.8	0.4
SPANISH					
CLASSICAL					0.4
JAZZ/NEW AGE					
UNKNOWN/OTHERS	18 (1)		18 (1)	0.5	0.3
	620 (8)	2856 (12)	3476 (20)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCNN	680	No. Atlanta	0.7/4.5
WGUN	1010	Atlanta	0.4/1.2
WIGO	1340	Atlanta	0.6/1.6
WPBD	640	Atlanta	0.5/1.3
WVFJ-F	93.3	Manchester	0.3/1.3

AM STATIONS

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WAOK, 1380,  5 KW                , BLACK            NBN, NBC, $  60.00 (Mc-Guild)        Summit                 ---
WCNN,  680, 50 KW/10 KW (DA-N) , NEWS/TALK        CNN, NBC, $  42.00 (HNWH)                                  Bob Jackson
WGST,  640, 50 KW/1 KW (DA-2)  , NEWS/TALK      ABC I, NBS, $  80.00 (Eastman)         Jacor                 John Lauer
WGUN, 1010, 50 KW (DAYS)       , GOSPEL                   , $  21.00 (---)             Rivers                Randy Johnson
WGKA, 1190, 10 KW (DAYS)       , CLASSICAL                , $  36.00 (CMBS)                                  Diane Watson

WIGO, 1340,  1 KW (DA-1)       , BLACK                SBN, $  40.00 (---)                                   Vern Catron
WKHX,  590,  5 KW (DA-N)       , BASIC SIMULCAST WITH WKHX-F
WNIV,  970,  5 KW (DAYS, DA)   , RELIGION                 , $  20.00 (---)                                   Bruce Maduri
WQXI,  790,  5 KW/1 KW (DA-N)  , SIMULCAST WITH WQXI-F
WSB ,  750, 50 KW              , MOR/TALK       ABC T, APR, $ 190.00 (Christal)        Cox                   Bob Neil
WYZE, 1480,  5 KW (DAYS)       , GOSPEL                   , $  18.00 (---)             GHB                   Jim Swanger
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FM STATIONS

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WAPW,  99.7, 100 KW @ 1000, CHR                           , $ 154.00 (Durpetti)        Susquehanna           Bill Phippen
WFOX,  97.1,  97 KW @ 1566, OLDIES                        , $ 145.00 (MMR)             Shamrock              Eddie Esserman
WKHX, 101.5,  99 KW @  950, COUNTRY                       , $ 175.00 (Republic)        Cap Cities/ABC        Vern Ore
WKLS,  96.1,  99 KW @  950, AOR                           , $ 170.00 (Katz)            Great American        Tom Connully
WPCH,  94.9,  99 KW @  986, BTFL/EZ                       , $ 165.00 (Eastman)         Jacor                 John Lauer

WQXI,  94.1, 100 KW @  914, AC                            , $ 170.00 (Banner)          Jeff-Pilot            Gerald Blu
WSB ,  98.5, 100 KW @  920, AC                            , $ 213.00 (Christal)        Cox                   Bob Neil
WVEE, 103.3, 100 KW @ 1022, BLACK                  SOURCE, $ 200.00 (Mc-Guild)        Summit                 ---
WYAY, 106.7,  99 KW @ 1400, COUNTRY                       , $ 195.00 (MMR)             NewCity  (GAINESVILLE) Bob Green
WYAI, 104.1,  60 KW @ 1200, COUNTRY   (BASIC SIMULCAST WITH WYAY-F)
WZGC,  92.9,  99 KW @  910, CLASSIC AOR                   , $ 147.00 (HNWH)            Cook Inlet            Paul Nugent
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CALL LETTER CHANGES

WEKS-F changes to WYAI-F (July)

FORMAT CHANGES

WYAI-F: From BLACK to COUNTRY (July)

STATION SALES

WEKS (LaGrange) sold by Zapis to NewCity for $ 15,000,000 (Americom; MVP)

MISCELLANEOUS COMMENTS: Barrow County added to metro and Bartow County was deleted... WGST moved to 640 in June...WYAI-F is now silumcasting with WYAY-F.

ATLANTIC CITY

Arbitron Rank/Pop (12+): 165/180,300

MSA Rank/Pop: 151/304,300
Philadelphia ADI
Average Person Ratings: 18.9
Market TSL: 24.75 hours

Stations: 29/10
Diaries: 696/259:1/47.4%
Sample Target: 550
% Below Line: 17.1
% Not Listed: 15.0

1988 Revenue: $7,300,000
HH Inc.: $31,094
Retail $: 2.8 Bil
Pop per Station: 18,030
#1 Biller: NA

12+ METRO		1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WAYV-F	(AC)	49/14.4	13.3	17.7	----	13.4	----	51/610	563/31.2	33.7	29.0	122				WAYV-F
2. WFPG-F	(EZ)	30/ 8.8	12.3	14.2	----	10.6	----	42/468	359/19.9	19.1	18.8	85				WFPG-F
3. WMGM-F	(CHR)	26/ 7.6	8.3	6.3	----	4.1	----	33/500	351/19.5	13.3	13.8	116				WMGM-F
4. WMID	(BB)	21/ 6.2	7.7	7.9	----	9.4	----	28/262	195/10.8	11.2	14.2	31				WMID
5. WUSS	(B)	19/ 5.6	4.6	1.3	----	6.9	----	19/195	188/10.4	2.9	11.9	146				WUSS
6. WMMR-F	(AOR)	18/ 5.3	4.0	6.3	----	7.5	----	26/385	272/15.1	13.4	16.2	119				WMMR-F
7. WZXL-F	(AOR)	15/ 4.4	4.6	2.8	----	1.6	----	38/437	207/11.5	7.2	5.0	114				WZXL-F
WXTU-F	(C)	15/ 4.4	4.3	3.8	----	3.8	----	16/165	151/ 8.4	8.0	5.9	130				WXTU-F
9. WRDR-F	(BB)	13/ 3.8	2.5	4.4	----	5.0	----	14/200	138/ 7.7	7.8	5.8	34				WRDR-F
WMID-F	(AC)	13/ 3.8	5.6	3.2	----	5.6	----	15/232	209/11.6	10.0	12.8	116				WMID-F

12+ FM SHARE (METRO): 79.93% (231 of 289) (SPG 88: 81.31%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WMGM-F	1 WAYV-F>>	1 WAYV-F>>	1 WAYV-F>>	1 WAYV-F>>	1 WFPG-F>	1 WAYV-F>	1 WAYV-F>	1 WAYV-F>	1 WMID	1 WMID
WAYV-F>>	2 WMMR-F	2 WMGM-F	2 WMGM-F	2 WMGM-F	2 WMID	2 WFPG-F	2 WFPG-F>	2 WFPG-F	2 WAYV-F>	2 WAYV-F
3 WBSS-F>>	WMGM-F	3 WMMR-F	3 WMMR-F	3 WUSS	3 WAYV-F>	3 WMMR-F	3 WMGM-F	3 WMGM-F	3 WMGM-F	3 WUSS
4	4 WZXL-F>	4 WZXL-F	WUSS	4 WFPG-F	4 WRDR-F	4 WMGM-F	4 WMMR-F	4 WZXL-F	4 WMID-F	4 WMID-F>>
5	5 WUSS	5 WUSS	5	5 WMMR-F	5	5	5 WZXL-F	5 WMMR-F	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAYV-F	1 WAYV-F>>	1 WAYV-F>>	1 WAYV-F>>	1 WAYV-F>>	1 WAYV-F	1 WMMR-F	1 WMMR-F	1 WAYV-F	1 WAYV-F
2 WMGM-F>>	2 WMGM-F>	2 WUSS	2 WMGM-F>	2 WUSS	2 WMMR-F>	WAYV-F	2 WZXL-F	2 WMMR-F>	2 WMMR-F>
3 WZXL-F	3 WZXL-F	3 WMGM-F>	3 WUSS	WMGM-F>	3 WZXL-F	3 WZXL-F>	WMGM-F	3 WZXL-F	3 WXTU-F
WMMR-F>>	WUSS >	4 WZXL-F	4 WZXL-F	4 WFPG-F	WIOQ-F>	4 WMGM-F	WAYV-F>>	4 WMGM-F	WMGM-F
5	5 WMMR-F	WMID-F>>	WMID-F	5 WMID-F	5 WUSL-F	5 WIOQ-F	5	5 WUSS	WFPG-F
					WBSS-F				
					WUSS >>				

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		45 (5)	45 (5)	15.6	29.1
AOR/CLASSIC		36 (3)	36 (3)	12.5	11.8
AC/OLDIES/SOFT ROCK	4 (1)	73 (6)	77 (7)	26.6	10.4
MOR/VARIETY	2 (1)		2 (1)	0.7	
COUNTRY		15 (1)	15 (1)	5.2	4.2
BLACK/URBAN	19 (1)	9 (1)	28 (2)	9.7	5.2
BEAUTIFUL/EASY	6 (1)	34 (2)	40 (3)	13.8	18.0
NEWS/TALK	6 (3)	3 (1)	9 (4)	3.1	8.0
NOSTALGIA	21 (1)	13 (1)	34 (2)	11.8	13.5
RELIGION/GOSPEL					
SPANISH					
CLASSICAL		3 (1)	3 (1)	1.0	
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	58 (8)	231 (21)	289 (29)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFPG	1450	Atlantic City	1.8/7.4
WOND	1400	Pleasntvl/AtlCt	1.2/5.7
WTYO	1580	Hammonton	0.6/1.6
KYW	1060	Philadelphia	0.3/3.3
WBSS-F	97.3	Millville/Vnlnd	2.1/7.6
WCAU	1210	Philadelphia	0.9/5.8
WEAZ-F	101.1	Philadelphia	1.2/4.0
WEGX-F	106.1	Philadelphia	0.3/2.7
WFLN-F	95.7	Philadelphia	0.9/4.0
WIOQ-F	102.1	Philadelphia	1.8/4.7
WIP	610	Philadelphia	0.6/2.9
WKSZ-F	100.3	Media	0.6/3.3
WKTU-F	98.3	Ocean City	1.5/5.5
WMGK-F	102.9	Philadelphia	0.6/3.3
WOGL-F	98.1	Philadelphia	1.8/5.8
WSLT-F	106.3	Ocean Cty/Smrs	0.3/2.8
WUSL-F	98.9	Philadelphia	2.6/8.7
WWDB-F	96.5	Philadelphia	0.9/2.7
WYSP-F	94.1	Philadelphia	0.9/5.8

RADIO STATIONS

WFPG, 1450, 1 KW , BASIC SIMULCAST WITH WFPG-F
WMID, 1340, 1 KW , NOSTALGIA NBC, TALKNT, $ 22.00 (Republic) Bill Musser
WMID, 1400, 1 KW , OLDIES ABC, MBS, $ 14.00 (Mc-Guild) Dick Irland
WOND, 1490, 1 KW/250 W , BLACK NBN, MBS, $ 16.00 (K & P) Warren Only

WAYV-F, 95.1, 50 KW @ 330, CHR , $ 42.00 (Katz) Vi Trofa
WFPG-F, 96.9, 50 KW @ 400, BTFL/EZ , $ 31.00 (Eastman) Hartstone-Dickstein Dick Taylor
WMGM-F, 103.7, 50 KW @ 395, CHR , $ 24.00 (Mc-Guild) Dick Irland
WMID-F, 99.3, 3 KW @ 290, AC , $ 19.00 (Republic) Bill Musser
WRDR-F, 104.9, 3 KW @ 280, NOSTALGIA APR, $ 14.00 (---) (EGG HARBOR) John DeMasi
WZXL-F, 100.7, 38 KW @ 330, AOR , $ 16.00 (Durpetti) (WILDWOOD) Ray Martin

OTHER RANKED STATIONS — See Philadelphia

AUGUSTA

Arbitron Rank/Pop (12+): 107/328,400

MSA Rank/Pop: 113/404,900
ADI # 107
Average Person Ratings: 17.3
Market TSL: 23.0 hours

Stations: 88/15
Diaries: 718/457:1/48.1%
Sample Target: 690
% Below Line: 2.1
% Not Listed: 9.0

1988 Revenue: $8,700,000
HH Inc.: $30,191
Retail $: 2.4 Bil
Pop per Station: 21,893
#1 Biller: WBBQ-AF $3,300,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WBBQ-AF (CHR)	144/25.3	----	28.6	----	27.8	----	203/2152	1533/46.7	45.2	48.3	94	29.8	185	1806	WBBQ-AF
2. WFXA-F (B)	78/13.7	----	11.6	----	13.8	----	86/830	697/21.2	22.2	24.3	91	14.1	89	881	WFXA-F
3. WZNY-F (AC)	60/10.5	----	12.4	----	12.6	----	79/1073	826/25.2	27.0	25.6	146	10.3	65	700	WZNY-F
4. WRXR-F (AOR)	50/ 8.8	----	6.0	----	4.3	----	54/568	490/14.9	12.0	7.9	91	11.1	70	659	WRXR-F
5. WKXC-F (C)	46/ 8.1	----	3.1	----	5.4	----	60/700	515/15.7	10.1	11.0	126	7.4	47	575	WKXC-F
6. WGUS-F (C)	32/ 5.6	----	5.6	----	7.1	----	35/451	438/13.3	15.0	15.6	96	3.5	22	335	WGUS-F
7. WCNA-F (EZ)	25/ 4.4	----	2.3	----	2.1	----	28/293	269/ 8.2	4.2	3.8	86	1.3	8	126	WCNA-F
8. WMTZ-F (O)	19/ 3.3	----	3.1	----	2.2	----	19/330	321/ 9.8	7.1	6.4	176	1.9	12	184	WMTZ-F
9. WGAC (MOR)	15/ 2.6	----	3.7	----	3.6	----	15/214	214/ 6.5	6.2	7.5	23	0.8	5	141	WGAC
10. WKZK (REL)	14/ 2.5	----	3.5	----	4.7	----	15/154	142/ 4.3	4.8	5.8	104	2.7	17	115	WKZK
11. WRDW-F (B)	12/ 2.1	----	6.4	----	1.0	----	25/326	181/ 5.5	13.3	5.1	76	3.8	24	288	WRDW-F
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 91.89% (476 of 518) (SPG 88: 88.37%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBBQ-AF	1 WBBQ-AF	1 WBBQ-AF>	1 WBBQ-AF>	1 WBBQ-AF>	1 WBBQ-AF>>	1 WBBQ-AF>>	1 WBBQ-AF>>	1 WBBQ-AF>>	1 WFXA-F	1 WKXC-F>
2 WFXA-F>>	2 WFXA-F	2 WFXA-F	2 WZNY-F	2 WZNY-F	2 WZNY-F	2 WZNY-F<	2 WZNY-F	2 WFXA-F	2 WBBQ-AF>	2 WBBQ-F
3 WRXR-F>>	3 WRXR-F>	3 WZNY-F	3 WFXA-F>	3 WFXA-F	WKXC-F>	3 WFXA-F>	3 WFXA-F	3 WZNY-F	3 WRXR-F	3 WZNY-F
4	4 WZNY-F>	4 WRXR-F>	4 WKXC-F	4 WKXC-F	4 WCNA-F	4 WKXC-F	4 WRXR-F	WRXR-F>	4 WKXC-F>	WFXA-F>>
5	5 WGUS-F	5 WKXC-F	5 WRXR-F	5 WRXR-F	5	5	5 WGUS-F	5 WKXC-F	5 WZNY-F	5
									6 WRDW-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBBQ-AF>>	1 WBBQ-AF>>	1 WBBQ-AF>>	1 WBBQ-AF>>	1 WBBQ-AF>	1 WRXR-F>>	1 WRXR-F	1 WFXA-F	1 WBBQ-AF	1 WBBQ-AF>
2 WFXA-F>	2 WFXA-F>	2 WFXA-F>	2 WZNY-F	2 WZNY-F	2 WFXA-F	2 WFXA-F	2 WBBQ-AF	2 WRXR-F	2 WZNY-F
3 WZNY-F>	3 WZNY-F	3 WRXR-F	WFXA-F>>	3 WFXA-F>	3 WBBQ-AF>>	3 WBBQ-AF>>	3 WRXR-F>	3 WFXA-F	3 WFXA-F
4 WRXR-F	4 WRXR-F>	4 WZNY-F>	4 WKXC-F	4 WKXC-F	4	4 WZNY-F	4 WZNY-F>	4 WZNY-F>	4 WKXC-F
WGUS-F	5 WGUS-F	5 WKXC-F	5 WRXR-F	5	5	5	5 WGUS-F	5 WKXC-F	5 WRXR-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP	7 (1)	140 (2)	147 (3)	28.4	31.3
AOR/CLASSIC		50 (1)	50 (1)	9.7	6.8
AC/OLDIES/SOFT ROCK		79 (2)	79 (2)	15.3	13.5
MOR/VARIETY	15 (1)		15 (1)	2.9	4.0
COUNTRY		87 (4)	87 (4)	16.8	12.7
BLACK/URBAN	3 (1)	95 (3)	98 (4)	18.9	20.9
BEAUTIFUL/EASY		25 (1)	25 (1)	4.8	5.9
NEWS/TALK					
NOSTALGIA					1.1
RELIGION/GOSPEL	17 (2)		17 (2)	3.3	3.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	42 (5)	476 (13)	518 (18)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFAM	1050	Augusta	0.5/1.7
WRDW	1480	Augusta	0.5/3.3
WTHO-F	101.7	Thomson	0.9/2.2
WCOS-F	97.9	Columbia	0.7/2.2
WNOK-F	104.7	Columbia	0.5/1.9
WWDM-F	101.3	Sumter	0.9/2.1

RADIO STATIONS

WGAC, 580, 5 KW/1 KW (DA-N), MOR	CBS, $ 14.00 (Republic)			Warren Watkins
WKZK, 1600, 500 W (DAYS), GOSPEL	SBN, $ 12.00 (Dora)			Alvin McCottry
WBBQ-F, 104.3, 100 KW @ 1003, CHR	ABC C, $ 77.00 (Eastman)			E. Florie
WCNA-F, 98.3, 1 KW @ 484, BTFL/EZ	APR, $ 14.00 (---)		(CLEARWATER, SC)	---
WFXA-F, 103.1, 3 KW @ 300, BLACK	CBS, ABC I, $ 25.00 (Katz)	Davis		Randy Sheffield
WGUS-F, 102.3, 3 KW @ 265, COUNTRY	US 2, $ 27.00 (Mc-Guild)	HVS		Charles Young
WKXC-F, 99.5, 50 KW @ 300, COUNTRY	MBS, $ 21.00 (---)	Beta	(AIKEN, SC)	Coni Sanson
WMTZ-F, 94.3, 3 KW @ 300, OLDIES	, $ 14.00 (K & P)		(MARTINEZ)	Bill Berry
WRDW-F, 96.7, 3 KW @ 500, BLACK	, $ 9.00 (HNWH)		(WRENS)	Carl Burroughs
WRXR-F, 96.3, 15 KW @ 300, AOR	ABC R, $ 20.00 (HNWH)		(AIKEN, SC)	Tom Ptak
WZNY-F, 105.7, 66 KW @ 1150, AC	APR, $ 50.00 (Christal)	Sunny		Chris Pellegrino

MISCELLANEOUS COMMENTS: WNEZ-F changes calls to WKXC-F (Aug. 88)...WKXC-F changes from BTFL to COUNTRY (Aug.88)...
WMTZ-F changes from COUNTRY to OLDIES.

AUSTIN

Arbitron Rank/Pop (12+): 58/630,500	Stations: 20/17	1988 Revenue: $22,100,000
	Diaries: 902/699:1/51.5%	HH Inc.: $34,055
MSA Rank/Pop: 66/764,500	Sample Target: 880	Retail $: 5.3 Bil
ADI # 70	% Below Line: 2.5	Pop per Station: 37,088
Average Person Ratings: 17.0	% Not Listed: 19.0	#1 Biller: KASE-F $4,400,000
Market TSL: 22.50 hours		

12+ METRO		1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KASE-F	(C)	143/13.4	13.4	14.9	12.6	15.9	13.6	220/2131	1489/23.6	24.0	24.6	115	13.7	144	1466	KASE-F
2. KBTS-F	(CHR)	118/11.0	9.4	9.1	8.0	10.6	9.4	169/2346	1667/26.4	21.8	23.9	66	12.8	135	1916	KBTS-F
3. KLBJ-F	(AOR)	93/ 8.7	9.6	9.9	10.1	10.2	9.6	121/1736	1432/22.7	23.9	20.7	108	11.7	123	2035	KLBJ-F
4. KKMJ-F	(AC)	77/ 7.2	9.4	8.9	9.5	10.0	8.8	81/1182	1081/17.1	20.3	20.1	131	5.8	61	1151	KKMJ-F
5. KHFI-F	(CHR)	75/ 7.0	6.3	5.4	9.5	7.2	7.1	75/1327	1313/20.8	17.5	21.0	47	9.4	99	1584	KHFI-F
6. KEYI-F	(AC)	59/ 5.5	6.4	6.8	4.2	3.2	5.7	68/988	850/13.5	17.0	11.7	142	4.0	42	748	KEYI-F
7. KPEZ-F	(AOR)	48/ 4.5	2.4	3.5	4.1	3.6	3.6	49/853	844/13.4	13.6	11.9	113	5.0	53	931	KPEZ-F
8. KQFX-F	(O)	47/ 4.4	3.2	4.5	4.3	4.0	4.1	48/778	711/11.3	15.4	14.6	130	3.8	40	611	KQFX-F
9. KLBJ	(N/T)	46/ 4.3	4.5	5.3	5.3	5.1	4.9	53/1003	847/13.4	14.5	13.3	70	4.2	44	880	KLBJ
10. KGSR-F	(J/NA)	26/ 2.4	0.0	0.0	0.0	0.0	0.6	29/455	433/ 6.9	0.0	0.0	125	0.0	0	0	KGSR-F
11. KVET	(C)	25/ 2.3	2.7	2.4	2.8	3.1	2.5	31/573	488/ 7.7	6.9	5.5	61	1.1	12	314	KVET
KLTD-F	(O)	25/ 2.3	3.0	0.0	0.0	0.0	1.3	65/994	497/ 7.9	0.0	0.0	152	2.6	27	507	KLTD-F
13. KSAH	(SP)	14/ 1.3	0.0	0.0	2.6	0.0	1.0	14/142	142/ 2.3	0.0	0.0	46	0.2	2	68	KSAH
KTXZ	(SP)	14/ 1.3	1.4	0.7	0.5	2.6	1.0	14/112	112/ 1.8	2.5	2.8	162	1.0	11	143	KTXZ
KOKE	(EZ)	14/ 1.3	1.6	2.2	3.0	4.2	2.0	17/310	252/ 4.0	2.9	5.5	62	1.3	14	273	KOKE
KAPT-F	(EZ)	14/ 1.3	4.1	2.9	2.7	2.6	2.8	22/523	433/ 6.9	6.9	10.8	108	1.1	12	256	KAPT-F
17.																
18.																
19.																
20.																

12+ FM SHARE (METRO): 84.08% (729 of 867) (SPG 88: 79.34%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBTS-F>>	1 KASE-F<	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KASE-F	1 KASE-F>	1 KASE-F>	1 KASE-F	1 KBTS-F>	1 KLBJ
2 KHFI-F>>	2 KBTS-F<	2 KLBJ-F<	2 KLBJ-F	2 KLBJ-F	2 KKMJ-F	2 KBTS-F	2 KLBJ-F<	2 KBTS-F	2 KHFI-F	2 KBTS-F
3	3 KLBJ-F>	3 KBTS-F>	3 KKMJ-F	KKMJ-F	3 KLBJ >	3 KKMJ-F	3 KKMJ-F	3 KLBJ-F	3 KASE-F	KASE-F>
4	4 KHFI-F	4 KKMJ-F<	4 KEYI-F	4 KEYI-F	4 KEYI-F	4 KLBJ-F<	4 KBTS-F	4 KKMJ-F	4 KLBJ-F	4 KLBJ-F
5	5 KPEZ-F	5 KEYI-F	5 KBTS-F	5 KBTS-F	5	5 KEYI-F	5	5 KHFI-F	5	KKMJ-F
6	6	6	6	6	6	6	6	6 KPEZ-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBTS-F>	1 KBTS-F	1 KBTS-F	1 KASE-F	1 KASE-F	1 KBTS-F	1 KLBJ-F	1 KLBJ-F	1 KLBJ-F<	1 KASE-F<
2 KHFI-F	2 KASE-F>	KASE-F>	2 KBTS-F	2 KKMJ-F>	2 KHFI-F<	2 KASE-F	2 KASE-F	2 KASE-F>	2 KLBJ-F>
3 KLBJ-F	3 KLBJ-F	3 KLBJ-F	3 KKMJ-F>	3 KBTS-F	3 KLBJ-F	3 KBTS-F	3 KPEZ-F>	3 KBTS-F	3 KPEZ-F
KASE-F>	4 KHFI-F	KEYI-F	4 KEYI-F	4 KEYI-F	4 KASE-F>>	4 KPEZ-F	4 KQFX-F	4 KPEZ-F	4 KEYI-F
5 KQFX-F	5 KEYI-F	5 KKMJ-F	5 KLBJ-F	5	5	5 KHFI-F	KEYI-F	5 KHFI-F	5 KQFX-F
KPEZ-F	6 KKMJ-F	6	6	6	6	6	KBTS-F	KEYI-F	6

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		193 (2)	193 (2)	22.3	23.9
AOR/CLASSIC		145 (3)	145 (3)	16.7	16.9
AC/OLDIES/SOFT ROCK		208 (4)	208 (4)	24.0	20.2
MOR/VARIETY					1.0
COUNTRY	25 (1)	143 (1)	168 (2)	19.4	22.1
BLACK/URBAN					
BEAUTIFUL/EASY	14 (1)	14 (1)	28 (2)	3.2	4.9
NEWS/TALK	55 (2)		55 (2)	6.3	6.8
NOSTALGIA					
RELIGION/GOSPEL	12 (1)		12 (1)	1.4	1.0
SPANISH	28 (2)		28 (2)	3.2	3.1
CLASSICAL					
JAZZ/NEW AGE		26 (1)	26 (1)	3.0	
UNKNOWN/OTHERS	4 (1)		4 (1)	0.5	
	138 (8)	729 (12)	867 (20)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KIXL	970	DelValle/Austin	1.1/3.7
KNOW	1490	Austin	0.4/1.9
KISS-F	99.5	San Antonio	0.4/2.1
WOAI	1200	San Antonio	0.6/3.2

RADIO STATIONS

KIXL,	970,	1 KW	, GOSPEL/BLACK	,	$ 10.00	(Republic)			Gene Bender
KLBJ,	590,	5 KW/1 KW (DA-N)	, NEWS/TALK	CBS, MBS,	$ 40.00	(Eastman)			E.A.W. Smith
KOKE,	1370,	5 KW/500 W (DA-2)	, BTFL/EZ	,	$ 18.00	(K & P)			Jim Ray
KTXZ,	1560,	2.5 KW (DA-2)	, HISPANIC	US 2,	$ 12.00	(Katz Hisp.)			Joe Morales
KVET,	1300,	5 KW/1 KW (DA-2)	, COUNTRY	ABC I,	$ 31.00	(Katz)			Ron Rogers
KAPT-F,	94.7,	97 KW @ 1154,	BTFL/EZ	,	$ 23.00	(Durpetti)		(LULING)	Mark Grubbs
KASE-F,	100.7,	100 KW @ 1190,	COUNTRY	,	$ 100.00	(Katz)			Ron Rogers
KBTS-F,	93.3,	93 KW @ 1983,	CHR	,	$ 60.00	(Christal)	Genesis/Booth		Gayle Shaw
KEYI-F,	103.5,	90 KW @ 1260,	AC	,	$ 50.00	(Republic)	Degree		Mike Scott
KGSR-F,	107.1,	3 KW @ 300,	JAZZ/NAC	,	$ 25.00	(Mc-Guild)	Beta	(BASTROP)	Brian Beasley
KHFI-F,	98.3,	1 KW @ 420,	CHR	,	$ 48.00	(Republic)	Encore		Chris Wegmann
KKMJ-F,	95.5,	100 KW @ 1000,	AC	,	$ 83.00	(CBS)	Keymarket		Johnny Andrews
KLBJ-F,	93.7,	97 KW @ 1057,	AOR	,	$ 75.00	(Eastman)			E.A.W. Smith
KLTD-F,	99.1,	19 KW @ 300,	OLDIES	TRNSTR,	$ 25.00	(Torbet)	Shamrock-Lynett	(LAMPASAS)	---
KPEZ-F,	102.3,	3 KW @ 300,	CLASSIC AOR	,	$ 39.00	(Christal)	Clear Channel		Natalie Conner
KQFX-F,	96.7,	28 KW @ 300,	OLDIES	SOURCE,	$ 32.00	(Banner)	Capitol-Johnson	(GEORGETOWN)	Greg Hale

MISCELLANEOUS COMMENTS: KSSR-F changes calls to KGSR-F (Apr.)

BAKERSFIELD

Arbitron Rank/Pop (12+): 87/352,400
MSA Rank/Pop: 93/522,300
ADI # 144
Average Person Ratings: 17.8
Market TSL: 24.0 hours

Stations: 22/19
Diaries: 811/435:1/49.3%
Sample Target: 740
% Below Line: 3.0
% Not Listed: 13.4

1988 Revenue: $13,000,000
HH Inc.: $34,984
Retail $: 3.2 Bil
Pop per Station: 18,547
#1 Biller: KUZZ-AF $2,700,000

12+ METRO		1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KUZZ-AF	(C)	116/18.4	18.0	15.4	24.1	26.9	19.0	124/1234	1193/33.8	23.4	0.0	115				KUZZ-AF
2. KKXX-F	(CHR)	83/13.2	11.9	6.7	0.0	1.0	7.9	83/1006	983/27.9	20.6	2.7	89				KKXX-F
3. KKBB-F	(AOR)	56/ 8.9	8.0	5.2	1.1	4.5	5.8	56/500	500/14.2	9.5	7.7	106				KKBB-F
4. KWAC	(SP)	45/ 7.2	4.5	3.4	6.5	3.5	5.4	45/317	317/ 9.0	4.6	4.5	79				KWAC
5. KGFM-F	(EZ)	43/ 6.8	8.0	6.8	6.3	7.1	7.0	43/457	440/12.5	11.9	13.6	93				KGFM-F
6. KERN	(MOR)	39/ 6.2	5.0	4.6	4.7	2.6	5.1	40/448	420/11.9	10.9	8.0	110				KERN
7. KQXR-F	(CHR)	30/ 4.8	6.2	9.6	7.9	8.2	7.1	35/675	620/17.6	24.4	20.1	83				KQXR-F
KLLY-F	(AC)	30/ 4.8	4.5	3.3	4.5	4.2	4.3	30/405	401/11.4	8.2	10.8	142				KLLY-F
9. KGEO	(O)	22/ 3.5	5.0	5.0	2.1	4.0	3.9	22/385	380/10.8	7.4	10.4	137				KGEO
10. KAFY	(SP)	17/ 2.7	2.4	2.0	5.3	2.3	3.1	17/226	226/ 6.4	3.7	4.2	104				KAFY
11. KIWI-F	(CL)	13/ 2.1	1.4	1.5	2.3	2.7	1.8	13/181	170/ 4.8	4.7	5.0	110				KIWI-F
12. KBOS-F	(CHR)	11/ 1.7	2.4	2.1	2.6	2.3	2.2	11/212	203/ 5.8	4.7	4.2	53				KBOS-F
13.																
14.																
15.																

12+ FM SHARE (METRO): 64.59% (352 of 545) (SPG 88: 59.27%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKXX-F>>	1 KUZZ-AF	1 KUZZ-AF>	1 KUZZ-AF>	1 KUZZ-AF>	1 KUZZ-AF>	1 KUZZ-AF>	1 KUZZ-AF>	1 KUZZ-AF>	1 KKXX-F>	1 KKBB-F
2 KQXR-F>	2 KKXX-F	2 KKXX-F	2 KKXX-F	2 KKXX-F	2 KGFM-F	2 KKXX-F>	2 KKXX-F>	2 KKXX-F	2 KUZZ-AF	2 KUZZ-F
3 KBOS-F>	3 KKBB-F>	3 KKBB-F>	3 KKBB-F>	3 KKBB-F>	3 KERN	3 KERN	3 KWAC <	3 KKBB-F>	3 KKBB-F>>	3 KLLY-F
4	4 KLLY-F	4 KLLY-F	4 KLLY-F	4 KLLY-F	4 KWAC	4 KWAC	4 KGFM-F	4 KGFM-F	4	4 KWAC
5	5	5	5	KERN	5 KKXX-F	5	5 KKBB-F	5 KQXR-F	5	KKXX-F
6	6	6	6	6 KGFM-F	6	6	6 KERN	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKXX-F>>	1 KUZZ-AF	1 KUZZ-AF>	1 KUZZ-AF<	1 KUZZ-AF>	1 KKBB-F	1 KUZZ-AF>	1 KUZZ-AF>>	1 KUZZ-AF	1 KUZZ-AF>
2 KUZZ-AF	2 KKXX-F	2 KLLY-F>	2 KKXX-F>	2 KKXX-F>	2 KUZZ-AF	2 KKBB-F	2 KKXX-F	2 KKBB-F>	2 KKBB-F
KKBB-F	3 KLLY-F	3 KKXX-F	3 KLLY-F	3 KLLY-F	3 KKXX-F>>	3 KKXX-F>>	3 KKBB-F>	3 KKXX-F>	3 KERN
4 KWAC	4 KKBB-F	4 KKBB-F>	4 KKBB-F	4 KGFM-F	4 KWAC	4 KWAC	4 KERN	4 KERN	4 KKXX-F
KQXR-F	5 KWAC	5 KWAC	5 KGFM-F	5 KWAC	KQXR-F	KERN	5	5	5
KLLY-F	KQXR-F	KQXR-F>>	6	KKBB-F	6	6 KQXR-F	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		129 (4)	129 (4)	23.7	23.3
AOR/CLASSIC		56 (1)	56 (1)	10.3	7.1
AC/OLDIES/SOFT ROCK	22 (1)	37 (3)	59 (4)	10.8	13.6
MOR/VARIETY	42 (2)		42 (2)	7.7	8.0
COUNTRY	48 (1)	68 (1)	116 (2)	21.3	19.5
BLACK/URBAN					
BEAUTIFUL/EASY		43 (1)	43 (1)	7.9	8.0
NEWS/TALK					4.4
NOSTALGIA					3.6
RELIGION/GOSPEL	8 (1)	6 (2)	14 (3)	2.6	2.5
SPANISH	68 (3)		68 (3)	12.5	7.3
CLASSICAL		13 (1)	13 (1)	2.4	1.7
JAZZ/NEW AGE					
UNKNOWN/OTHERS	5 (1)		5 (1)	0.9	1.0
	193 (9)	352 (13)	545 (22)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDNO-F	98.5	Delano	0.3/1.6
KERI	1180	Wasco	1.3/3.1
KHIS-F	96.5	Bakersfield	0.6/4.1
KKRV-F	102.3	Kernville	0.6/1.5
KPMC	1560	Bakersfield	0.5/3.3
KVLI	1140	Lake Isabella	0.8/1.5
KXEM	1590	McFarland/Bkrsf	1.0/3.0
KFSO-F	92.9	Visalia	0.5/1.6
KIIS-F	102.7	Los Angeles	0.8/1.6

RADIO STATIONS

KAFY, 970, 1 KW, HISPANIC, UPI, $ 20.00 (Caballero) Mary Barro
KERN, 1410, 1 KW, MOR, ABC I, ABC T, $ 23.00 (Christal) Brandon Terry Dorsey
KGEO, 1230, 1 KW, OLDIES, RADRAD, $ 16.00 (Mc-Guild) Gary Conard
KUZZ, 550, 5 KW (DA-2), SEE KUZZ-F
KWAC, 1490, 1 KW, HISPANIC, , $ 30.00 (Lotus) Ed Hopple

KGFM-F, 101.5, 5 KW @ 1280, BTFL/EZ, , $ 30.00 (Mc-Guild) Gary Conard
KIWI-F, 92.1, 3 KW @ 269, CLASSICAL, , $ 18.00 (CMBS) Bob Duffy
KKBB-F, 97.7, 3 KW @ 300, AOR, , $ 28.00 (Republic) (SHAFTER) ---
KKXX-F, 105.3, 36 KW @ 580, CHR, , $ 26.00 (Banner) (DELANO) Bill Knobber
KLLY-F, 95.3, 2 KW @ 394, AC, APR, $ 20.00 (HNWH) Buckley Randy Warwick
KQXR-F, 94.1, 5 KW @ 1312, CHR, ABC E, $ 30.00 (Christal) Brandon Terry Dorsey
KUZZ-F, 107.9, 6 KW @ 1340, COUNTRY, , $ 53.00 (Katz) Buck Owens Mel Owens

BALTIMORE

Arbitron Rank/Pop (12+): 17/1,975,900
MSA Rank/Pop: 15/2,323,900
ADI # 22
Average Person Ratings: 18.3
Market TSL: 24.0 hours

Stations: 35/20
Diaries: 1944/1016:1/51.1%
Sample Target: 1700
% Below Line: 17.1
% Not Listed: 7.1

1988 Revenue: $60,200,000
HH Inc.: $34,570
Retail $: 16.5 Bil
Pop per Station: 98,795
#1 Biller: WBAL $9,600,000

12+ METRO		1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WBAL	(N/T)	349/ 9.6	7.0	5.9	8.3	8.8	7.7	359/4936	4689/23.7	16.8	19.8	64	6.9	268	3529	WBAL
2. WLIF-F	(EZ)	313/ 8.6	9.9	8.7	7.4	9.2	8.6	332/3541	3307/16.7	16.6	16.7	70	6.2	240	2312	WLIF-F
3. WXYV-F	(B)	277/ 7.6	6.6	8.7	8.0	6.8	7.7	282/3033	2915/14.8	16.0	14.5	101	12.2	475	3591	WXYV-F
4. WWMX-F	(AC)	266/ 7.3	7.1	7.0	4.9	5.3	6.6	276/3657	3434/17.4	16.9	16.0	142	6.5	254	2763	WWMX-F
5. WIYY-F	(AOR)	243/ 6.7	6.3	4.7	4.4	4.7	5.5	261/3346	3006/15.2	13.0	13.7	113	6.6	257	2972	WIYY-F
6. WPOC-F	(C)	237/ 6.5	7.4	5.8	6.4	4.9	6.5	282/3058	2421/12.3	12.6	12.7	97	5.9	228	2122	WPOC-F
7. WBSB-F	(CHR)	216/ 6.0	5.7	6.0	8.6	7.3	6.6	243/3971	3569/18.1	18.1	19.6	83	7.1	276	3592	WBSB-F
8. WQSR-F	(O)	101/ 2.8	3.4	3.7	4.0	3.9	3.5	112/2170	1997/10.1	10.0	9.8	164	3.1	120	1511	WQSR-F
9. WCBM	(N/T)	95/ 2.6	4.3	2.3	0.0	0.6	2.3	96/1109	1087/ 5.5	3.8	2.9	54	3.2	126	974	WCBM
10. WYST-F	(AC)	85/ 2.3	2.8	2.8	2.8	2.6	2.7	86/1708	1684/ 8.5	9.0	8.1	157	1.6	62	1158	WYST-F
11. WHFS-F	(AOR)	83/ 2.3	2.2	2.3	1.8	1.3	2.2	87/1363	1291/ 6.5	4.4	4.2	135	2.4	94	1054	WHFS-F
12. WBGR	(REL)	76/ 2.1	2.4	2.4	3.3	2.6	2.5	76/969	969/ 4.9	5.0	5.0	95	2.6	102	663	WBGR
13. WGRX-F	(AOR)	73/ 2.0	2.5	2.7	2.8	2.8	2.5	125/2211	1550/ 7.8	7.7	9.2	125	3.0	118	1487	WGRX-F
14. WPGC-F	(CHR)	71/ 2.0	1.6	1.4	1.0	1.1	1.5	79/1559	1433/ 7.3	6.1	4.1	100	1.5	60	1124	WPGC-F
WWIN-F	(CHR/U)	71/ 2.0	1.8	2.7	3.1	3.0	2.4	73/1555	1548/ 7.8	9.9	8.8	80	0.0	0	0	WWIN-F
16. WWIN	(B)	61/ 1.7	1.8	2.1	2.0	1.7	1.9	61/1047	1047/ 5.3	5.6	5.4	141	2.1	81	871	WWIN
17. WWDC-F	(AOR)	58/ 1.6	2.3	2.5	2.4	2.7	2.2	73/1763	1470/ 7.4	8.5	9.6	131	2.1	82	1123	WWDC-F
18. WITH	(BB)	56/ 1.5	1.4	2.1	1.9	2.8	1.7	56/799	799/ 4.0	4.7	5.4	27	1.0	40	560	WITH
WCAO	(C)	56/ 1.5	2.6	3.0	2.5	2.6	2.4	58/901	868/ 4.4	6.7	6.1	87	1.9	75	984	WCAO
20. WHUR-F	(B)	51/ 1.4	1.2	1.7	1.4	2.0	1.4	54/944	872/ 4.4	5.3	6.2	143	1.4	55	886	WHUR-F
21. WFBR	(O)	50/ 1.4	1.3	1.3	4.0	3.9	2.0	51/871	854/ 4.3	5.1	7.5	86	1.0	40	558	WFBR
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 74.24% (2501 of 3369) (SPG 88: 70.64%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBSB-F	1 WIYY-F	1 WWMX-F<	1 WWMX-F	1 WWMX-F>	1 WBAL	1 WBAL >	1 WLIF-F	1 WLIF-F	1 WBAL >	1 WXYV-F>>
2 WXYV-F>>	2 WXYV-F	2 WIYY-F	2 WIYY-F<	2 WXYV-F<	2 WLIF-F>	2 WLIF-F<	2 WWMX-F	2 WWMX-F	2 WXYV-F>	2 WBAL >>
3	3 WWMX-F>	3 WXYV-F>	3 WXYV-F>	3 WIYY-F	3 WPOC-F>	3 WPOC-F	3 WIYY-F<	3 WXYV-F<	3 WBSB-F	3 WLIF-F
4	4 WBSB-F	4 WBSB-F	4 WPOC-F	4 WPOC-F<	4 WWMX-F	4 WXYV-F<	4 WBAL	4 WIYY-F	4 WIYY-F	4 WCBM <
5	5	5 WPOC-F	5 WBSB-F	5 WBAL <	5 WCBM	5 WWMX-F<	5 WXYV-F<	5 WPOC-F	5 WWMX-F	5 WIYY-F
6	6	6 WBAL	6 WBAL <	6 WLIF-F	6	6 WIYY-F	6 WPOC-F>	6 WBSB-F<	6	6 WWMX-F
7	7	7 WQSR-F	7 WQSR-F	7	7	7 WBSB-F	7 WBSB-F	7 WBAL >>	7	7 WBSB-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXYV-F<	1 WWMX-F	1 WWMX-F>	1 WWMX-F	1 WWMX-F>	1 WIYY-F>	1 WIYY-F>	1 WIYY-F>	1 WIYY-F>	1 WIYY-F
2 WBSB-F>	2 WXYV-F>	2 WXYV-F>	2 WXYV-F	2 WXYV-F	2 WXYV-F>	2 WXYV-F>	2 WXYV-F	2 WXYV-F	2 WWMX-F
3 WIYY-F<	3 WBSB-F	3 WIYY-F	3 WBSB-F>	3 WLIF-F	3 WBSB-F>	3 WWMX-F	3 WWMX-F	3 WWMX-F	3 WBAL
4 WWMX-F>>	4 WIYY-F>	4 WBSB-F	4 WIYY-F	4 WPOC-F	4 WWMX-F<	4 WBSB-F<	4 WHFS-F	4 WBAL	4 WXYV-F
5 WRQX-F	5 WPOC-F	5 WPOC-F	5 WPOC-F	5 WBSB-F	5 WWIN-F	5 WHFS-F	5 WBAL <	5 WPOC-F	5 WPOC-F
6 WWIN-F	6	6	6 WLIF-F	6 WYST-F	6 WWDC-F	6	6 WGRX-F	WBSB-F	6 WLIF-F<
WPOC-F	7	7	7	7	7	7	7	7	7 WQSR-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		434 (5)	434 (5)	12.9	10.2
AOR/CLASSIC		470 (5)	470 (5)	14.0	12.7
AC/OLDIES/SOFT ROCK	83 (2)	602 (5)	685 (7)	20.3	14.7
MOR/VARIETY	13 (1)		13 (1)	0.4	4.3
COUNTRY	56 (1)	254 (2)	310 (3)	9.2	9.0
BLACK/URBAN	109 (2)	344 (3)	453 (5)	13.4	18.9
BEAUTIFUL/EASY		334 (2)	334 (2)	9.9	11.1
NEWS/TALK	475 (3)		475 (3)	14.1	11.4
NOSTALGIA	56 (1)		56 (1)	1.7	3.1
RELIGION/GOSPEL	76 (1)	43 (1)	119 (2)	3.5	4.2
SPANISH					
CLASSICAL					0.3
JAZZ/NEW AGE					
UNKNOWN/OTHERS		20 (1)	20 (1)	0.6	
	868 (11)	2501 (24)	3369 (35)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEBB	1360	Baltimore	1.3/5.0
WRBS-F	95.1	Baltimore	1.2/3.0
WYST	1010	Baltimore	0.9/2.1
WASH-F	97.1	Washington	0.8/2.4
WAVA-F	105.1	Arlington/Wash	0.8/3.2
WCXR-F	105.9	Woodbridge/Wash	0.4/0.7
WGAY-F	99.5	Washington	0.6/2.1
WKYS-F	93.9	Washington	0.4/1.7
WMAL	630	Washington	0.4/0.8
WMZQ	1390	Arlington	
WMZQ-F	98.7	Washington	0.5/1.4

AM STATIONS

WBAL	1090	50 KW (DA-N)	NEWS/TA2K	ABC E	$ 130.00	(HNWH)	Hearst	Dave Barrett
WBGR	860	2.5 KW/100 W(DA-1)	RELIG/GOSPEL	NBN	$ 45.00	(Roslin)	Mortenson	Sam Beasley
WCAO	600	5 KW (DA-1)	COUNTRY	NBC	$ 60.00	(Mc-Guild)	Summit	Roy Deutschman
WCBM	680	10 KW/5 KW (DA-2)	TALK	ACB I, ABC T	$ 45.00	(Katz)		Bud Paras
WEBB	1360	5 KW/1.7 KW(DA-1)	BLACK	SBN	$ 35.00	(Roslin)		Dorothy Brunson
WFBR	1300	5 KW (DA-1)	OLDIES	CBS	$ 47.00	(Christal)	Infinity	Winnie Brugman
WITH	1230	1 KW	NOSTALGIA	MBS	$ 40.00	(---)		Jim McCotter
WWIN	1400	1 KW	BLACK		$ 34.00	(Durpetti)	Ragan Henry	---
WYST	1010	1 KW (DAYS)	OLDIES	APR	$ 30.00	(MMR)	United	John Columbus

FM STATIONS

WBSB	104.3	50 KW @ 420	CHR	ABC C	$ 160.00	(Banner)	Scripps-Howard	Jim Fox
WGRX	100.7	16 KW @ 858	CLASSIC AOR	ABC F	$ 54.00	(Durpetti)	Shamrock-Lynett (WESTINSTER)	Dwight Dingle
WIYY	97.9	13 KW @ 946	AOR	ABC R	$ 100.00	(HNWH)	Hearst	Dave Barrett
WLIF	101.9	13 KW @ 961	BTFL/EZ		$ 144.00	(Christal)	Infinity	Winnie Brugman
WPOC	93.1	16 KW @ 870	COUNTRY	ABC D	$ 136.00	(Banner)	Nationwide	Dave Fuelhart
WQSR	105.7	50 KW @ 500	OLDIES	CBS US 1	$ 80.00	(MMR)	Sconnix	---
WRBS	95.1	50 KW @ 500	RELIGION		$ 20.00	(---)		J. Bisset
WWIN	95.9	3 KW @ 300	CHR/URBAN		$ 130.00	(Durpetti)	Ragan Henry	---
WWIN	106.5	7 KW @ 1182	AC		$ 130.00	(Katz)	Capitol-Goodmon	Stu Frankel
WXYV	102.7	50 KW @ 400	BLACK		$ 127.00	(Mc-Guild)	Summit	Roy Deutschman
WYST	92.3	10 KW @ 550	AC	APR	$ 70.00	(MMR)	United	John Columbus

CALL LETTER CHANGES

WGMT-F changes to WWIN-F (May)

FORMAT CHANGES

STATION SALES

WITH sold for $1,740,000
WFBR, WLIF-F sold by JAG to Infinity for $22,000,000...WYST AF sold by United to TA/Shaw for $________ (Americom).

BATON ROUGE

Arbitron Rank/Pop (12+): 78/445,500

MSA Rank/Pop: 92/545,200
ADI # 93
Average Person Ratings: 17.0
Market TSL: 22.50 hours

Stations: 20/15
Diaries: 911/489:1/48.7%
Sample Target: 820
% Below Line: 10.2
% Not Listed: 8.2

1988 Revenue: $11,800,000
HH Inc.: $31,027
Retail $: 3.7 Bil
Pop per Station: 29,700
#1 Biller: WYNK-AF $2,600,000

12+ METRO		1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25- Conversion	Birch Share	Birch AQH	Birch Cume	
1. WYNK-AF	(C)	112/14.8	12.7	13.8	14.6	18.3	14.0	248/2668	1116/25.1	27.0	26.3	114	11.9	97	1035	WYNK-AF
2. KQXL-F	(B)	102/13.5	11.3	13.1	14.0	11.5	13.0	138/1298	977/21.9	21.3	18.6	96	15.3	126	1310	KQXL-F
3. WFMF-F	(CHR)	93/12.3	10.5	11.2	9.4	9.5	10.9	140/1884	1104/24.8	27.3	26.1	61	12.4	102	1550	WFMF-F
4. WXOK	(B)	62/ 8.2	7.8	10.1	12.8	9.1	9.7	64/860	771/17.3	17.8	16.2	70	7.2	59	638	WXOK
5. WGGZ-F	(CHR)	52/ 6.9	7.4	8.9	9.1	9.1	8.1	114/2145	943/21.2	23.2	23.8	72	10.5	86	1406	WGGZ-F
6. WKJN-F	(C)	51/ 6.7	7.0	6.7	7.4	5.7	6.9	107/1345	670/15.0	14.6	13.8	99	6.3	52	597	WKJN-F
7. WJBO	(N/T)	36/ 4.7	4.8	3.8	3.0	3.7	4.1	44/634	521/11.7	11.5	9.4	96	3.6	30	446	WJBO
8. WTGE-F	(AC)	33/ 4.4	7.3	2.7	6.2	4.7	5.2	42/735	559/12.5	9.8	11.7	139	5.4	44	666	WTGE-F
9. KHOM-F	(AC)	32/ 4.2	4.3	1.8	0.0	0.0	2.6	82/1016	439/ 9.9	3.6	0.0	169	5.0	41	376	KHOM-F
WNDC	(REL)	32/ 4.2	2.1	0.0	0.2	0.0	1.6	34/341	296/ 6.6	0.0	0.4	112	2.7	22	224	WNDC
11. WXLT-F	(AOR)	24/ 3.2	2.2	2.0	2.3	3.3	2.4	29/482	365/ 8.2	5.6	5.4	141	1.7	14	274	WXLT-F
12. WCKW-F	(AOR)	22/ 2.9	2.8	4.3	4.1	5.1	3.5	80/926	296/ 6.6	9.5	9.1	155	3.3	27	359	WCKW-F
13. KDEA-F	(EZ)	14/ 1.8	3.4	3.9	2.3	3.5	2.8	40/647	233/ 5.2	6.3	5.5	106	1.3	11	199	KDEA-F
14.																
15.																

12+ FM SHARE (METRO): 78.16% (544 of 696) (SPG 88: 77.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGGZ-F	1 WFMF-F	1 KQXL-F<	1 WYNK-AF	1 WYNK-AF	1 WYNK-AF>>	1 WYNK-AF>	1 WYNK-AF<	1 WYNK-AF	1 KQXL-F>	1 KQXL-F>>
WFMF-F	KQXL-F>	2 WFMF-F	2 KQXL-F>	2 KQXL-F>	2 WXOK	2 WFMF-F	2 WFMF-F	2 KQXL-F	2 WFMF-F	2 WYNK-F
3 KQXL-F>>	3 WYNK-AF	3 WYNK-AF>	3 WFMF-F	3 WFMF-F	3 WKJN-F	3 KQXL-F	3 KQXL-F>	3 WFMF-F>	3 WYNK-AF	3 WXOK
4 WXOK	4 WGGZ-F>	4 WGGZ-F	4 KHOM-F	4 KHOM-F	4 WJBO <	4 WKJN-F	4 WXOK	4 WGGZ-F	4 WGGZ-F	WFMF-F
5 WYNK-AF	5 WTGE-F<	5 WTGE-F	WTGE-F	5 WKJN-F	5 KHOM-F	5 WXOK	5 WGGZ-F	5 WNDC	5 WNDC	5 WXLT-F
6	6 WXOK	6	6	6 WTGE-F	6 KQXL-F	6 WGGZ-F	6	WKJN-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFMF-F>>	1 WFMF-F	1 KQXL-F>	1 WYNK-AF	1 WYNK-AF>	1 WFMF-F>>	1 KQXL-F	1 KQXL-F<	1 KQXL-F	1 WYNK-AF
2 KQXL-F>	2 KQXL-F>	2 WYNK-AF	WFMF-F	2 KQXL-F	2 KQXL-F>>	2 WFMF-F>	2 WYNK-AF>	2 WFMF-F	2 KQXL-F>
3 WGGZ-F>	3 WYNK-AF	3 WFMF-F>	3 KQXL-F>	3 WFMF-F	3 WGGZ-F>	3 WYNK-AF	3 WTGE-F	3 WYNK-AF>	3 WCKW-F
4 WYNK-AF	4 WGGZ-F>	4 WKJN-F	4 WGGZ-F	4 WKJN-F	4 WXOK >	4 WGGZ-F	4 WFMF-F	4 WTGE-F	KHOM-F
WXOK	5 WXOK	WGGZ-F	5	5 KHOM-F	5 WKJN-F	5 WTGE-F	5 WCKW-F	5 WCKW-F	WTGE-F
6 WTGE-F	6 WKJN-F	6 WXLT-F	6	6	6	6 WXOK	6 WNDC	WGGZ-F	6

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		145 (2)	145 (2)	20.8	20.2
AOR/CLASSIC		46 (2)	46 (2)	6.6	5.6
AC/OLDIES/SOFT ROCK		65 (2)	65 (2)	9.3	9.9
MOR/VARIETY					
COUNTRY	6 (2)	160 (2)	166 (4)	23.9	26.1
BLACK/URBAN	62 (1)	106 (2)	168 (3)	24.1	24.9
BEAUTIFUL/EASY	8 (1)	14 (1)	22 (2)	3.2	4.9
NEWS/TALK	41 (2)		41 (2)	5.9	4.8
NOSTALGIA					
RELIGION/GOSPEL	35 (2)	8 (1)	43 (3)	6.2	3.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	152 (8)	544 (12)	696 (20)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WKJN	1300	Baton Rouge	0.4/1.8
WLUX	1550	Baton Rouge	0.4/1.6
WQCK-F	92.7	Clinton	1.1/2.9
WTKL	1260	Baton Rouge	1.1/2.9
WWL	870	New Orleans	0.7/2.2
WYLD-F	98.5	New Orleans	0.5/1.3

RADIO STATIONS

WJBO, 1150, 5 KW (DA-1) , TALK	CBS, TALKNT, $	24.00 (HNWH)		George Jenne
WNDC, 910, 1 KW (DA-1) , GOSPEL	, $	10.00 (Republic)		Jim Thompson
WTKL, 1260, 1 KW (DAYS) , BTFL/EZ	, $	13.00 (---)		Louis Bathen
WXOK, 1460, 5 KW/1 KW (DA-3) , BLACK	NBC, $	26.00 (Torbet)		Letita Jackson
KQXL-F, 106.5, 50 KW @ 300, BLACK	SBN, ABC F, $	35.00 (Banner)	(NEW ROADS)	Peter Moncrieffe
WFMF-F, 102.5, 85 KW @ 1200, CHR	, $	56.00 (HNWH)		George Jenne
WGGZ-F, 98.1, 95 KW @ 1550, CHR	RADRAD, ABC C, $	50.00 (Katz)		Mervyn Rhys
WKJN-F, 103.3, 100 KW @ 1045, COUNTRY	MBS, $	44.00 (Christal)	(HAMMOND)	Don Nelson
WQCK-F, 92.7, 3 KW @ 300, RELIGION	, $	9.00 (---)	(CLINTON)	---
WTGE-F, 100.7, 95 KW @ 690, AC	, $	37.00 (Republic)		Jim Thompson
WXLT-F, 94.1, 100 KW @ 980, AOR	, $	10.00 (Southern)	(MACOMB, MS)	Susan Dowdy
WYNK-F, 101.5, 100 KW @ 1550, COUNTRY	ABC E, $	63.00 (Katz)	Narragansett	John Peroyea

MISCELLANEOUS COMMENTS: WTGE changes calls to WNDC (March)...WNDC changes to GOSPEL (March)...
WJBO, W[illegible]-F sold to George Junne for $9,100,000 (Comm. Equity).

BEAUMONT

Arbitron Rank/Pop (12+): 110/310,900
MSA Rank/Pop: 126/366,100
ADI # 137
Average Person Ratings: 16.6
Market TSL: 22.5 hours

Stations: 21/16
Diaries: 852/365:1/53.7%
Sample Target: 710
% Below Line: 7.6
% Not Listed: 9.9

1988 Revenue: $7,700,000
HH Inc.: $33,427
Retail $: 2.7 Bil
Pop per Station: 19,431
#1 Biller: KYKR-F $1,300,000

12+ METRO		1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KHYS-F	(B)	65/12.6	10.5	16.6	12.9	15.0	13.1	78/788	600/19.3	17.1	17.6	94	17.9	92	716	KHYS-F
2. KYKR-F	(C)	55/10.7	10.5	9.6	12.5	13.4	10.8	60/802	687/22.1	20.1	23.4	110	10.1	52	645	KYKR-F
3. KAYD-F	(C)	54/10.5	10.5	9.8	6.8	6.7	9.4	67/725	585/18.8	15.9	12.1	102	11.5	59	591	KAYD-F
4. KQXY-F	(EZ)	38/ 7.4	7.4	5.0	7.0	6.9	6.7	54/652	483/15.5	11.5	13.8	77	3.1	16	291	KQXY-F
KIOC-F	(CHR)	38/ 7.4	5.2	11.0	7.6	4.9	7.8	49/801	564/18.1	18.9	13.9	58	7.6	39	539	KIOC-F
6. KZZB-F	(CHR)	34/ 6.6	6.4	7.3	13.3	11.1	8.4	42/920	815/25.8	23.1	23.5	97	9.2	47	866	KZZB-F
KWIC-F	(AOR)	34/ 6.6	5.4	4.6	4.4	7.7	5.3	37/415	362/11.6	11.3	12.6	145	8.0	41	509	KWIC-F
8. KKMY-F	(AC)	29/ 5.6	7.0	6.4	6.4	5.5	6.3	37/640	515/16.6	15.6	9.9	154	7.2	37	536	KKMY-F
9. KALO	(REL)	28/ 5.4	6.4	4.0	3.0	2.4	4.7	36/337	241/ 7.8	7.7	5.3	113	3.9	20	211	KALO
10. KTRH	(N/T)	22/ 4.3	4.1	2.3	3.0	2.2	3.4	23/325	277/ 8.9	7.4	7.1	67	2.1	11	268	KTRH
11. KLVI	(C)	21/ 4.1	5.2	6.7	7.6	4.5	5.9	35/473	348/11.2	16.0	12.0	78	4.5	23	393	KLVI
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 78.23% (363 of 464) (SPG 88: 79.75%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KIOC-F	1 KHYS-F	1 KHYS-F>	1 KHYS-F	1 KYKR-F	1 KYKR-F	1 KYKR-F	1 KYKR-F	1 KHYS-F>	1 KHYS-F>	1 KYKR-F<
KHYS-F>>	2 KWIC-F	2 KAYD-F<	2 KWIC-F<	KHYS-F	2 KQXY-F	2 KHYS-F<	2 KHYS-F<	2 KYKR-F<	2 KAYD-F	2 KLVI
3 KZZB-F>>	3 KAYD-F	3 KWIC-F<	3 KYKR-F	3 KAYD-F	3 KAYD-F>	3 KAYD-F	3 KQXY-F	3 KAYD-F	3 KYKR-F	KAYD-F
4	4 KIOC-F	4 KYKR-F	4 KAYD-F	4 KWIC-F	4 KTRH <	4 KALO	4 KAYD-F	4 KIOC-F	4 KIOC-F	4 KHYS-F>>
5	5 KZZB-F	5	5 KKMY-F	5 KKMY-F	5 KALO	5 KQXY-F	5	5 KZZB-F	5	5
								KWIC-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KHYS-F>	1 KHYS-F>	1 KHYS-F>	1 KHYS-F	1 KYKR-F	1 KAYD-F	1 KWIC-F	1 KWIC-F>>	1 KWIC-F	1 KWIC-F
2 KIOC-F>	2 KZZB-F	2 KKMY-F	2 KYKR-F	2 KHYS-F	2 KHYS-F	2 KHYS-F	2 KHYS-F>	KAYD-F	2 KAYD-F
3 KZZB-F>	3 KWIC-F	3 KZZB-F	3 KKMY-F	3 KKMY-F	3 KIOC-F	3 KAYD-F	3 KIOC-F	3 KHYS-F>	3 KHYS-F>
4 KWIC-F	KKMY-F	KWIC-F	4 KZZB-F	4 KAYD-F	4 KYKR-F	4 KIOC-F	KAYD-F	4 KIOC-F	4 KYKR-F
KAYD-F	KIOC-F	KAYD-F	5 KAYD-F	5 KQXY-F	5 KLOL-F	5	5 KKMY-F	5 KYKR-F	KKMY-F
	KAYD-F				KWIC-F				KALO

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		72 (2)	72 (2)	15.5	20.0
AOR/CLASSIC		38 (2)	38 (2)	8.2	5.4
AC/OLDIES/SOFT ROCK	13 (2)	31 (2)	44 (4)	9.5	6.9
MOR/VARIETY					
COUNTRY	25 (2)	109 (2)	134 (4)	28.9	29.9
BLACK/URBAN		73 (2)	73 (2)	15.7	23.6
BEAUTIFUL/EASY	4 (1)	38 (1)	42 (2)	9.1	5.4
NEWS/TALK	25 (2)		25 (2)	5.4	2.5
NOSTALGIA					0.8
RELIGION/GOSPEL	34 (2)	2 (1)	36 (3)	7.8	4.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					1.5
	101 (9)	363 (12)	464 (21)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAYC	1450	Beaumont	1.2/2.6
KDLF	1150	Port Neches	1.2/1.7
KOGT	1600	Orange	0.8/1.2
KOLE	1340	Port Arthur	1.4/1.8
KQXY	1510	Nederland	0.8/2.8
KTFA-F	92.1	Groves	0.4/3.2
KZZB	990	Beaumont/PtArth	
KFMK-F	97.9	Houston	0.4/1.9
KLOL-F	101.1	Houston	0.8/3.2
KMJQ-F	102.1	Clear Lake City	1.6/4.3
KPRC	950	Houston	0.6/1.5

RADIO STATIONS

KALO, 1250, 5 KW/1 KW (DA-N) , BLACK	, $	17.00 (Katz)	Clear Channel	Dale Matteson
KLVI, 560, 5 KW (DA-N) , COUNTRY	ABC I, $	30.00 (Katz)	Hicks	Tom Boggess
KAYD-F, 97.5, 100 KW @ 500, COUNTRY	, $	34.00 (Banner)		---
KHYS-F, 98.5, 100 KW @ ? BLACK	RADRAD, $	40.00 (Katz)	Clear Channel	Dale Matteson
KIOC-F, 106.1, 100 KW @ 1060, CHR	, $	26.00 (Banner)		Ken Stephens
KKMY-F, 104.5, 100 KW @ 440, AC	, $	30.00 (Eastman)	UNO	Ed Morris
KQXY-F, 94.1, 100 KW @ 647, BTFL/EZ	, $	27.00 (Christal)		Gary Teaney
KTFA-F, 92.1, 3 KW @ 300, RELIGION	, $	15.00 (---)		Ralph McBride
KWIC-F, 107.9, 100 KW @ 392, AOR	ABC R, $	26.00 (Banner)		Charles Pyle
KYKR-F, 93.3, 100 KW @ 414, COUNTRY	, $	47.00 (Katz)	Hicks	Tom Boggess
KZZB-F, 95.1, 100 KW @ 414, CHR	, $	40.00 (Christal)		Jerry Condra

MISCELLANEOUS COMMENTS: KDVE changes calls to KQXY (June)...KDVE changes to BTFL/EZ (June)... KWIC A/F sold for $3,900,000...KAYC, KAYD-F sold for $1,500,000 (E)... KZZB A/F sold to Design Media for $2,100,000 (Blackburn).

BILLINGS

Arbitron Rank/Pop (12+): 229/98,700

MSA Rank/Pop: 294/120,500
ADI # 16 (w/ Hardin)
Average Person Ratings: 17.3
Market TSL: 23.00 hours

Stations: 11/11
Diaries: 524/188:1/52.2%
Sample Target: 550
% Below Line: 0.0
% Not Listed: 10.5

1988 Revenue: $4,100,000
HH Inc.: $29,212
Retail $: 1.0 Bil
Pop per Station: 8,972
#1 Biller: KGHL $1,100,000

									12+ METRO CUME/CUME RATING			%				
12+ METRO		1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME		FAL 88	SPG 88	25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KZLS-F	(CHR)	27/15.8	----	15.7	----	10.2	----	28/339	318/32.2	27.1	25.2	72	15.8	26	334	KZLS-F
2. KYYA-F	(CHR)	22/12.9	----	14.4	----	22.2	----	29/396	325/32.9	34.6	41.6	96	17.6	29	394	KYYA-F
KGHL	(C)	22/12.9	----	22.2	----	26.3	----	61/542	254/25.7	29.3	37.6	88	12.7	21	266	KGHL
4. KIDX-F	(AC)	20/11.7	----	9.2	----	10.8	----	21/227	193/19.6	20.0	23.0	122	9.7	16	158	KIDX-F
KCTR-F	(C)	20/11.7	----	6.5	----	7.2	----	22/233	172/17.4	16.2	15.0	122	17.6	29	206	KCTR-F
6. KOHZ-F	(EZ)	15/ 8.8	----	7.2	----	----	----	15/170	168/17.0	11.3	0.0	76	4.8	8	128	KOHZ-F
7. KCTR	(C)	9/ 5.3	----	2.6	----	1.2	----	14/218	127/12.9	8.3	8.7	72	3.0	5	88	KCTR
8. KKUL-F	(O)	7/ 4.1	----	1.3	----	----	----	12/157	117/11.9	7.4	0.0	139	2.4	4	33	KKUL-F
9. KURL	(REL)	5/ 2.9	----	3.3	----	3.6	----	6/117	87/ 8.8	6.9	11.0	100	3.6	6	130	KURL
10. KUUS	(O)	4/ 2.3	----	5.2	----	10.8	----	4/104	90/ 9.1	10.8	12.7	165	1.2	2	50	KUUS
11. KBLG	(T)	2/ 1.2	----	3.3	----	3.0	----	4/113	100/10.1	7.8	5.8	158	3.6	6	78	KBLG
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 72.55% (111 of 153) (SPG 88: 58.87%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZLS-F>>	1 KZLS-F	1 KZLS-F	1 KIDX-F	1 KIDX-F	1 KGHL	1 KGHL	1 KGHL	1 KZLS-F	1 KZLS-F>>	1 KYYA-F
2 KYYA-F>>	2 KYYA-F	2 KYYA-F	KCTR-F	KCTR-F	2 KOHZ-F	2 KZLS-F	2 KIDX-F	2 KIDX-F	2 KYYA-F	KURL
3	3 KIDX-F	KIDX-F	3 KZLS-F	3 KYYA-F	3 KCTR-F>	3 KYYA-F	3 KZLS-F<	3 KCTR-F<	KIDX-F>	KKUL-F
4	4 KCTR-F	4 KCTR-F	KYYA-F	4 KZLS-F	4 KIDX-F	4 KCTR-F	4 KYYA-F	4 KYYA-F	4 KOHZ-F	KCTR >>
5	5	5	5 KGHL	KGHL	5	5 KOHZ-F	KCTR-F	KGHL	KCTR-F	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KZLS-F	1 KZLS-F	1 KCTR-F	1 KZLS-F	1 KIDX-F	1 KZLS-F>>	1 KZLS-F>	1 KZLS-F	1 KZLS-F	1 KIDX-F
KYYA-F>>	KYYA-F	2 KZLS-F	2 KYYA-F	KCTR-F	2 KYYA-F>>	2 KYYA-F	KYYA-F	2 KYYA-F	KGHL
3 KIDX-F	3 KCTR-F	KYYA-F	KIDX-F	3 KZLS-F	3 KIDX-F	3 KIDX-F>	KIDX-F>>	KIDX-F	KCTR-F
KGHL	4 KIDX-F>	KIDX-F>>	KCTR-F	KYYA-F	KCTR	4 KCTR	4	4 KCTR-F	4 KYYA-F
KCTR-F>>	5 KGHL >>	5	5	5	5	5	5	5 KGHL	5 KZLS-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		49 (2)	49 (2)	32.0	32.6
AOR/CLASSIC					5.7
AC/OLDIES/SOFT ROCK	4 (1)	27 (2)	31 (3)	20.3	13.5
MOR/VARIETY					
COUNTRY	31 (2)	20 (1)	51 (3)	33.3	36.9
BLACK/URBAN					
BEAUTIFUL/EASY		15 (1)	15 (1)	9.8	7.8
NEWS/TALK	2 (1)		2 (1)	1.3	
NOSTALGIA					
RELIGION/GOSPEL	5 (1)		5 (1)	3.3	3.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	42 (5)	111 (6)	153 (11)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

RADIO STATIONS

KBLG,	910,	1 KW/64 W	, TALK	CBS, ABC T, $	8.00 (---)			Tom Erickson
KCTR,	970,	5 KW (DA-N)	, COUNTRY	NBC, $	N/A (Christal)	Citadel		Keith Tilkens
KGHL,	790,	5 KW (DA-N)	, COUNTRY	ABC I, $	25.00 (Eastman)			Dick Elliott
KURL,	730,	5 KW/235 W	, RELIGION	, $	7.00 (---)	Enterprise		Herm Elenbaas
KUUS,	1240,	1 KW	, OLDIES	ABC D, $	7.00 (Mc-Guild)			Ray McLain
KCTR-F,	102.9,	100 KW @ 500,	COUNTRY	NBC, $	18.00 (Christal)	Citadel		Keith Tilkens
KIDX-F,	98.5,	85 KW @ 402,	AC	, $	16.00 (Eastman)			Dick Elliott
KKUL-F,	95.5,	100 KW @ -15,	OLDIES	TRNSTR, $	10.00 (Republic)		(HARDIN)	---
KOHZ-F,	103.7,	100 KW @ 489,	BTFL/EZ	ABC E, $	13.00 (Banner)			Dan Miller
KYYA-F,	93.3,	100 KW @ 700,	CHR	ABC C, $	20.00 (Banner)	Meyer		Ron Jones
KZLS-F,	97.1,	35 KW @ 293,	CHR	ABC F, $	17.00 (Mc-Guild)			Ray McLain

MISCELLANEOUS COMMENTS: KBSR-F changes calls to KKUL-F (March)...KBSR-F changes to OLDIES (March)...
KRKX sold to Sunbrook for $102,000.

BINGHAMTON

Arbitron Rank/Pop (12+): 144/244,600
MSA Rank/Pop: 166/261,700
ADI # 136
Average Person Ratings: 16.2
Market TSL: 21.5 hours

Stations: 14/13
Diaries: 766/319:1/60.8%
Sample Target: 700
% Below Line: 1.1
% Not Listed: 13.7

1988 Revenue: $6,700,000
HH Inc.: $35,340
Retail $: 1.7 Bil
Pop per Station: 18,815
#1 Biller: WMRV-F $1,500,000

12+ METRO		1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WAAL-F	(CHR)	71/19.5	----	23.9	----	23.1	----	130/1663	929/41.4	41.9	40.6	96				WAAL-F
2. WNBF	(MOR)	58/15.9	----	15.2	----	16.8	----	60/641	582/25.9	23.7	28.0	46				WNBF
3. WHWK-F	(C)	55/15.1	----	15.2	----	13.8	----	102/901	530/23.6	20.8	23.4	117				WHWK-F
4. WMRV-F	(AC)	39/10.7	----	12.1	----	14.0	----	44/648	548/24.4	29.1	30.0	150				WMRV-F
5. WKGB-F	(AOR)	22/ 6.0	----	----	----	----	----	24/348	279/12.4	0.0	0.0	122				WKGB-F
6. WINR	(BB)	20/ 5.5	----	9.1	----	4.4	----	21/305	271/12.1	15.5	12.1	38				WINR
7. WQXT-F	(AOR)	13/ 3.6	----	4.2	----	3.0	----	13/291	246/11.0	9.2	6.6	131				WQXT-F
8. WRSG	(O)	10/ 2.7	----	4.5	----	5.0	----	11/204	180/ 8.0	10.1	11.0	152				WRSG
WENE	(?)	10/ 2.7	----	2.1	----	4.4	----	10/258	248/11.0	11.3	12.1	115				WENE
10.																

12+ FM SHARE (METRO): 67.52% (212 of 314) (SPG 88: 63.92%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAAL-F>>	1 WAAL-F>>	1 WAAL-F>	1 WAAL-F	1 WAAL-F	1 WNBF	1 WNBF	1 WAAL-F	1 WAAL-F	1 WAAL-F>>	1 WNBF
2	2 WKGB-F	2 WMRV-F	2 WMRV-F	2 WHWK-F	2 WHWK-F>>	2 WAAL-F	2 WHWK-F	2 WHWK-F>	2 WHWK-F<	WHWK-F>
3	3 WMRV-F>	3 WHWK-F>	WHWK-F>>	3 WMRV-F>>	3 WMRV-F	3 WHWK-F>	3 WNBF	3 WNBF <	3 WNBF	3 WAAL-F
4	4 WHWK-F	4 WKGB-F	4 WKGB-F	4 WNBF	WINR	4 WMRV-F>>	WMRV-F>>	4 WMRV-F	4 WKGB-F>	4
5	5	5	5 WNBF	WKGB-F	5 WAAL-F>>	5	5	5	5 WMRV-F	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WAAL-F>>	1 WAAL-F>>	1 WMRV-F	1 WAAL-F>	1 WMRV-F
2 WNBF	2 WMRV-F>	2 WAAL-F>	2 WMRV-F	WAAL-F
WMRV-F	3 WHWK-F>	3 WHWK-F>	3 WHWK-F>	3 WHWK-F>>
WHWK-F>>	4 WQXT-F	4 WQXT-F	4 WNBF	4 WNBF
5	WNBF	WKGB-F	5	5
	WKGB-F			

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKGB-F>	1 WAAL-F	1 WAAL-F>	1 WAAL-F	1 WAAL-F<
2 WAAL-F>	2 WKGB-F>>	2 WKGB-F>	2 WKGB-F	2 WHWK-F>
3 WMRV-F>	3 WMRV-F	3 WHWK-F>	3 WMRV-F	3 WMRV-F
4 WQXT-F>>	4 WHWK-F	4 WMRV-F	WHWK-F	4 WKGB-F
5	5 WQXT-F	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		71 (1)	71 (1)	22.6	
AOR/CLASSIC		35 (2)	35 (2)	11.1	
AC/OLDIES/SOFT ROCK	10 (1)	39 (1)	49 (2)	15.6	
MOR/VARIETY	62 (3)	1 (1)	63 (4)	20.1	
COUNTRY		55 (1)	55 (1)	17.5	
BLACK/URBAN					
BEAUTIFUL/EASY					
NEWS/TALK					
NOSTALGIA	20 (1)		20 (1)	6.4	
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	10 (1)	11 (2)	21 (3)	6.7	
	102 (6)	212 (8)	314 (14)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEBO	1330	Owego	0.8/2.9
WMXW-F	103.3	Binghamton	1.9/2.1
WNYP-F	99.9	Cortland	1.1/3.1

RADIO STATIONS

WENE, 1430, 5 KW (DA-N) , ? ABC E, $ 13.00 (HNWH) Command ---
WINR, 680, 1 KW/500 W (DA-2) , NOST/MOR CBS, $ 15.00 (K & P) Mary Lou Dimmick
WNBF, 1290, 5 KW (DA-N) , MOR NBC, $ 30.00 (Katz) Stoner Roger Conklin
WRSG, 1360, 5 KW/500 W (DA-2) , OLDIES US 2, $ 13.00 (Durpetti) Regional George Rossi

WAAL-F, 99.1, 7 KW @ 1090, CHR ABC F, $ 36.00 (Durpetti) Regional George Rossi
WHWK-F, 98.1, 10 KW @ 950, COUNTRY , $ 32.00 (Katz) Stoner Roger Conklin
WKGB-F, 92.5, 1 KW @ 531, AOR , $ N/A (---) (SUSQUEHANNA, PA)
WMRV-F, 105.7, 35 KW @ 570, AC , $ 30.00 (HNWH) Command Pat Parish
WQXT-F, 101.7, 1 KW @ 450, AOR/OLDIES , $ 12.00 (Torbet) (OWEGO) Tom Shiptenko

BIRMINGHAM

Arbitron Rank/Pop (12+): 51/767,600
MSA Rank/Pop: 56/921,000
ADI # 48
Average Person Ratings: 16.5
Market TSL: 22.25 hours

Stations: 25/22
Diaries: 1225/627:1/55.7%
Sample Target: 1080
% Below Line: 2.3
% Not Listed: 7.6

1988 Revenue: $24,800,000
HH Inc.: $27,914
Retail $: 5.3 Bil
Pop per Station: 34,890
#1 Biller: WZZK-AF $6,000,000

12+ METRO		1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WZZK-AF	(C)	238/18.7	17.5	14.7	14.5	14.8	16.4	343/3917	2354/30.7	27.1	27.9	117	16.2	190	2100	WZZK-AF
2. WENN-F	(B)	139/11.0	10.5	9.4	10.0	10.9	10.2	211/2311	1614/21.0	18.0	16.8	98	11.1	145	1831	WENN-F
3. WMJJ-F	(AC)	132/10.4	8.3	12.5	11.2	13.8	10.6	168/1970	1489/19.4	22.9	24.3	153	7.5	98	1293	WMJJ-F
4. WZRR-F	(AOR)	104/ 8.2	10.4	4.2	4.2	3.8	6.8	143/1565	1085/14.1	11.7	11.7	121	13.9	182	1611	WZRR-F
5. WAPI-F	(CHR)	93/ 7.3	8.4	9.0	11.7	9.8	9.1	156/2443	1445/18.8	21.4	23.1	56	11.9	156	1812	WAPI-F
6. WKXX-F	(B)	90/ 7.1	7.3	8.0	9.9	10.0	8.1	115/2021	1630/21.2	21.7	19.8	73	10.4	136	1963	WKXX-F
7. WERC	(N/T)	71/ 5.6	3.6	4.9	5.5	5.6	4.9	72/897	855/11.1	12.6	10.6	93	3.4	44	610	WERC
8. WATV	(B)	51/ 4.0	3.7	4.8	5.0	4.1	4.4	52/806	768/10.0	8.7	7.9	60	3.1	40	585	WATV
9. WAPI	(BB)	47/ 3.7	4.5	5.3	3.6	2.7	4.3	57/694	649/ 8.5	11.3	7.8	43	2.3	30	443	WAPI
10. WAGG	(REL)	37/ 2.9	2.7	5.0	2.4	3.3	3.3	38/452	446/ 5.8	7.7	4.5	83	1.7	22	220	WAGG
11. WDJC-F	(REL)	36/ 2.8	2.9	3.5	2.4	2.4	2.9	51/1151	634/ 8.3	9.7	7.8	143	3.1	41	644	WDJC-F
12. WJLD	(B)	22/ 1.7	2.8	1.8	2.9	2.6	2.3	22/581	560/ 7.3	6.1	6.8	124	2.6	34	583	WJLD
13.																
14.																
15.																

12+ FM SHARE (METRO): 73.70% (863 of 1171) (SPG 88: 73.95%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAPI-F	1 WZZK-AF	1 WZZK-AF	1 WZZK-AF	1 WZZK-AF>	1 WZZK-AF>>	1 WZZK-AF>	1 WZZK-AF>	1 WZZK-AF>	1 WENN-F>>	1 WZZK-F>>
2 WENN-F>	WZRR-F	2 WMJJ-F	2 WMJJ-F>	2 WMJJ-F>	2 WERC	2 WMJJ-F	2 WMJJ-F>	2 WMJJ-F	2 WKXX-F<	2 WERC
3 WKXX-F>>	3 WMJJ-F	3 WZRR-F	3 WZRR-F<	3 WENN-F	3 WMJJ-F	3 WENN-F	3 WZRR-F	3 WENN-F	3 WZZK-AF	3 WENN-F>>
4	4 WENN-F	4 WENN-F>	4 WENN-F>	4 WZRR-F>	4 WENN-F	4 WERC	4 WKXX-F<	4 WZRR-F	4 WAPI-F	4 WKXX-F<
5	5 WKXX-F<	5 WKXX-F	5 WKXX-F	5 WKXX-F	5	5 WZRR-F	5 WAPI-F	5 WAPI-F	5 WZRR-F	5 WMJJ-F
6	6 WAPI-F>>	6 WAPI-F	6	WERC	6	6 WAPI-F	6 WERC	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKXX-F	1 WMJJ-F	1 WMJJ-F>>	1 WMJJ-F	1 WZZK-AF<	1 WZRR-F<	1 WZRR-F<	1 WZRR-F<	1 WZZK-AF	1 WZZK-AF>
2 WAPI-F	2 WENN-F	2 WENN-F	2 WZZK-AF>	2 WMJJ-F>	2 WZZK-AF	2 WZZK-AF>	2 WZZK-AF>	2 WZRR-F>	2 WZRR-F
3 WENN-F	3 WZZK-AF	3 WZZK-AF	3 WENN-F>	3 WENN-F>	3 WAPI-F	3 WAPI-F<	3 WENN-F	3 WMJJ-F	3 WMJJ-F
4 WZZK-AF	4 WZRR-F	4 WZRR-F>	4 WZRR-F	4 WZRR-F	4 WKXX-F	4 WKXX-F	4 WMJJ-F	4 WENN-F	4 WENN-F
5 WZRR-F	5 WKXX-F	5 WAPI-F	WKXX-F	5 WKXX-F	5 WENN-F	WENN-F	5 WKXX-F	5 WKXX-F	5 WERC
6	6 WAPI-F>>	6	6 WAPI-F>>	WDJC-F	6	6 WMJJ-F>>	6	6 WAPI-F	6

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		93 (1)	93 (1)	7.9	12.5
AOR/CLASSIC		104 (1)	104 (1)	8.9	
AC/OLDIES/SOFT ROCK	13 (1)	145 (2)	158 (3)	13.5	20.4
MOR/VARIETY					
COUNTRY	32 (3)	245 (3)	277 (6)	23.7	17.8
BLACK/URBAN	73 (2)	229 (2)	302 (4)	25.8	30.2
BEAUTIFUL/EASY		6 (1)	6 (1)	0.5	0.4
NEWS/TALK	71 (1)		71 (1)	6.1	6.2
NOSTALGIA	47 (1)		47 (1)	4.0	2.9
RELIGION/GOSPEL	66 (4)	36 (1)	102 (5)	8.7	8.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	6 (1)	5 (1)	11 (2)	0.9	0.9
	308 (13)	863 (12)	1171 (25)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAYE	1220	Birmingham	0.8/3.1
WCRL	1570	Oneonta	0.5/1.1
WCRT	1260	Birmingham	1.0/2.4
WFFN-F	92.9	Cordova	0.8/1.1
WFHK	1430	Pell City	0.3/1.1
WKLD-F	97.7	Oneonta	0.4/1.0
WLPH	1480	Irondale	1.1/1.1
WVOK	690	Birmingham	0.9/4.7
WYDE	850	Birmingham	0.4/2.4
WHMA-F	100.5	Anniston/Gasden	0.8/1.7
WRSA-F	96.9	Decatur/Hntsvle	0.5/0.9
WZBQ	1150	Tuscaloosa	
WZBQ-F	102.5	Jasper	1.0/4.3

RADIO STATIONS

WAGG,	1320,	5 KW	, GOSPEL	NBN, $	30.00 (HNWH)		Kirkwood Balton
WAPI,	1070,	50 KW/5 KW (DA-N)	, NOSTALGIA	NBC, $	29.00 (Christal)	Dittman	Bernie Barker
WATV,	900,	1 KW	, BLACK	ABC E, $	30.00 (Roslin)		Erskine Faush
WAYE,	1220,	1 KW (DAYS)	, RELIGION	, $	15.00 (---)	Willis	Alvin McCottry
WCRT,	1260,	5 KW/41 W	, OLDIES	CNN, TRNSTR, $	16.00 (Banner)		Allan Woodall
WERC,	960,	5 KW (DA-N)	, NEWS/TALK	, $	40.00 (Mc-Guild)	Sungroup	Rice Baxter
WJLD,	1400,	1 KW	, BLACK	MBC, SBN, $	21.00 (---)		Gary Richardson
WVOK,	690,	50 KW/30 W	, COUNTRY	CBS, $	17.00 (Republic)	Dick	Michael Hammond
WZZK,	610,	5 KW/1 KW (DA-N)	, SIMULCAST WITH WZZK-F				
WAPI-F,	94.5,	98 KW @ 1214,	CHR	ABC C, $	80.00 (Christal)	Dittman	Bernie Barker
WDJC-F,	93.7,	99 KW @ 984,	RELIGION	, $	22.00 (---)	Crawford	---
WENN-F,	107.7,	100 KW @ 640,	BLACK	NBN, $	57.00 (HNWH)		Kirkwood Balton
WKXX-F,	106.9,	99 KW @ 1114,	URBAN/CHR	ABC D, $	59.00 (Mc-Guild)	Sungroup	Rice Baxter
WMJJ-F,	96.5,	100 KW @ 1026,	AC	, $	107.00 (Banner)	Capitol-Johnson	Bill Stoeffhaas
WZRR-F,	99.5,	100 KW @ 869,	CLASSIC AOR	, $	50.00 (Republic)	Dick	Michael Hammond
WZZK-F,	104.7,	100 KW @ 1300,	COUNTRY	, $	130.00 (Katz)	NewCity	Jerdan Bullard

BLOOMINGTON

Arbitron Rank/Pop (12+): 223/105,300
MSA Rank/Pop: 292/123,700
Peoria ADI
Average Person Ratings: 17.5
Market TSL: 22.5 hours

Stations: 13/5
Diaries: 613/172:1 /57.8%
Sample Target: 550
% Below Line: 2.2
% Not Listed: 17.4

1988 Revenue: $4,700,000
HH Inc.: $36,179
Retail $: 0.9 Bil
Pop per Station: 21,060
#1 Biller: WJBC $2,200,000

12+ METRO		1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WJBC	(MOR)	48/26.1	----	33.8	----	30.0	----	60/564	443/42.1	46.4	45.8	88				WJBC
2. WBNQ-F	(CHR)	35/19.0	----	25.0	----	21.3	----	49/688	464/44.1	45.2	49.9	73				WBNQ-F
3. WIHN-F	(AC)	19/10.3	----	6.3	----	8.1	----	22/281	241/22.9	17.2	17.1	134				WIHN-F
4. WKZW-F	(CHR)	11/ 6.0	----	5.0	----	4.4	----	25/469	273/25.9	20.5	21.7	57				WKZW-F
5. WMLA-AF	(C)	10/ 5.4	----	5.6	----	8.1	----	13/211	151/14.3	13.9	16.4	106				WMLA-AF
WWCT-F	(AOR)	10/ 5.4	----	6.3	----	6.9	----	19/291	189/17.9	14.4	15.4	85				WWCT-F
WSWT-F	(EZ)	10/ 5.4	----	2.5	----	2.5	----	17/221	134/12.7	7.2	9.3	128				WSWT-F
8. WGN	(N/T)	5/ 2.7	----	1.9	----	1.9	----	17/300	100/ 9.5	10.7	8.0	41				WGN
9.																
10.																

12+ FM SHARE (METRO): 62.50% (95 of 152) (SPG 88: 0.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKZW-F	1 WBNQ-F>>	1 WBNQ-F>>	1 WJBC	1 WJBC >	1 WJBC >>	1 WJBC >>	1 WJBC	1 WJBC	1 WJBC	1 WJBC >>
WBNQ-F	2 WIHN-F>	2 WIHN-F	2 WIHN-F	2 WIHN-F	2	2 WBNQ-F>>	2 WBNQ-F	2 WBNQ-F>	2 WBNQ-F>>	2 WMLA-F
3	3 WWCT-F>	3 WJBC >	WBNQ-F>>	WBNQ-F>>	3	3 WIHN-F	3 WIHN-F>>	3 WIHN-F>	3 WKZW-F	3 WBNQ-F>>
4	4 WKZW-F	4 WWCT-F	4 WSWT-F	4 WSWT-F	4	4	4	4 WKZW-F	4 WWCT-F	4
5	5	5 WKZW-F	5	5	5	5	5	5	5 WMLA-AF	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBNQ-F>>	1 WBNQ-F>>	1 WBNQ-F>>	1 WBNQ-F>>	1 WJBC >>	1 WBNQ-F>>	1 WBNQ-F>>	1 WIHN-F	1 WBNQ-F	1 WJBC
2 WIHN-F>	2 WIHN-F>	2 WIHN-F>	2 WJBC	2 WBNQ-F>	2 WWCT-F	2 WIHN-F	WBNQ-F	2 WIHN-F>	WIHN-F>
3 WWCT-F	3 WWCT-F	3 WSWT-F	3 WIHN-F>	3 WSWT-F	WIHN-F>	3 WWCT-F>>	3 WWCT-F>	3 WJBC	3 WBNQ-F>
WKZW-F>>	WKZW-F	WJBC	4 WKZW-F	WIHN-F>>	4 WKZW-F>	4 WKZW-F	4 WJBC	4 WWCT-F>>	4 WMLA-AF
5	5 WJBC	5	5	5	5	5	5	5	WWCT-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		46 (2)	46 (2)	30.3	
AOR/CLASSIC		10 (1)	10 (1)	6.6	
AC/OLDIES/SOFT ROCK	1 (1)	19 (1)	20 (2)	13.2	
MOR/VARIETY	48 (1)		48 (1)	31.6	
COUNTRY	2 (1)	9 (2)	11 (3)	7.2	
BLACK/URBAN					
BEAUTIFUL/EASY		11 (2)	11 (2)	7.2	
NEWS/TALK	5 (1)		5 (1)	3.3	
NOSTALGIA					
RELIGION/GOSPEL	1 (1)		1 (1)	0.7	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	57 (5)	95 (8)	152 (13)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGCY-F	106.3	Gibson City	0.5/1.5
WLS	890	Chicago	0.5/5.2
WPEO	1020	Peoria	0.5/1.1
WZRO-F	98.3	Farmer Cty/Chmp	0.5/2.1

RADIO STATIONS

WJBC, 1230, 1 KW , MOR	ABC I, $ 54.00 (Mc-Guild)	Bloomington		Richard Johnson
WBNQ-F, 101.5, 50 KW @ 460, CHR	, $ 34.00 (Mc-Guild)	Bloomington		Richard Johnson
WIHN-F, 96.7, 3 KW @ 300, AC	US 2, $ 20.00 (---)			Paul Chasteen
WMLA-F, 92.7, 3 KW @ 300, COUNTRY	ABC D, $ 11.00 (---)	Keister	(LEROY)	Jeff Hancock

WGN - See Chicago; OTHER RANKED STATIONS - See Peoria

BOISE

Arbitron Rank/Pop (12+): 137/238,900
MSA Rank/Pop: 206/195,900
ADI # 139
Average Person Ratings: 16.5
Market TSL: 22.25 hours

Stations: 19/19
Diaries: 710/336:1/55.7%
Sample Target: 600
% Below Line: 0.0
% Not Listed: 6.9

1988 Revenue: $7,200,000
HH Inc.: $31,943
Retail $: 1.8 Bil
Pop per Station: 12,573
#1 Biller: KCIX-F $1,700,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KCIX-F (AC)	77/19.6	----	16.3	----	16.3	----	93/775	637/26.7	24.5	22.6	141	15.3	54	620	KCIX-F
2. KJOT-F (AOR)	40/10.2	----	9.7	----	11.4	----	57/618	480/20.1	18.7	18.8	103	13.1	46	460	KJOT-F
3. KFXD-F (CHR)	37/ 9.4	----	10.0	----	7.2	----	44/680	518/21.7	22.7	18.0	40	12.2	43	515	KFXD-F
4. KBOI (MOR)	35/ 8.9	----	11.4	----	10.0	----	59/767	486/20.3	22.0	22.3	122	10.8	38	404	KBOI
5. KIZN-AF (C)	27/ 6.9	----	6.3	----	4.7	----	43/682	384/16.1	11.0	12.4	97	5.7	20	409	KIZN-AF
6. KQFC-F (C)	24/ 6.1	----	4.3	----	5.3	----	32/439	306/12.8	8.9	8.7	69	5.1	18	129	KQFC-F
7. KLCI-F (AOR)	22/ 5.6	----	2.9	----	----	----	25/382	332/13.9	8.3	0.0	120	4.0	14	254	KLCI-F
8. KIDO (N/T)	21/ 5.3	----	5.1	----	5.3	----	28/375	308/12.9	12.9	13.4	72	6.0	21	347	KIDO
9. KHEZ-F (EZ)	20/ 5.1	----	5.7	----	0.6	----	24/292	212/ 8.9	8.4	2.7	75	4.5	16	238	KHEZ-F
10. KLTB-F (AC)	16/ 4.1	----	3.7	----	7.2	----	24/377	277/11.6	10.4	14.7	132	4.5	16	175	KLTB-F
11. KGEM (O)	12/ 3.1	----	3.1	----	3.3	----	17/240	195/ 8.2	9.0	8.8	81	1.4	5	119	KGEM
12. KIYS-F (CHR)	11/ 2.8	----	4.9	----	4.4	----	12/251	204/ 8.5	14.7	15.7	29	4.8	17	355	KIYS-F
13. KBXL-F (EZ)	8/ 2.0	----	4.9	----	7.8	----	17/239	161/ 6.7	9.2	9.7	85	1.7	6	165	KBXL-F
14.															
15.															

12+ FM SHARE (METRO): 76.78% (281 of 366) (SPG 88: 73.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KFXD-F>>	1 KCIX-F>	1 KCIX-F>>	1 KCIX-F>>	1 KCIX-F>>	1 KCIX-F>	1 KCIX-F>	1 KCIX-F>>	1 KCIX-F>	1 KCIX-F>	1 KCIX-F<
2	2 KJOT-F>	2 KJOT-F>	2 KJOT-F<	2 KBOI <	2 KBOI	2 KBOI >	2 KJOT-F	2 KJOT-F	2 KFXD-F>	2 KIDO >>
3	3 KLCI-F	3 KBOI	3 KBOI >	3 KJOT-F>	3 KIDO	3 KFXD-F<	3 KBOI <	3 KFXD-F	3 KJOT-F	3 KIZN-F
4	4 KFXD-F	4 KLCI-F	4 KLCI-F	4 KIZN-AF<	4 KQFC-F<	4 KJOT-F	4 KLCI-F<	4 KBOI	4 KIDO	4 KJOT-F
5	5	5 KFXD-F	5	KLCI-F	5 KIZN-AF	5 KIZN-AF	5 KIZN-AF	5 KIZN-AF	5 KLTB-F	5
					6 KHEZ-F>					

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KCIX-F	1 KCIX-F>>	1 KCIX-F>>	1 KCIX-F>>	1 KCIX-F>>	1 KJOT-F>>	1 KJOT-F>	1 KJOT-F	1 KCIX-F	1 KCIX-F>
2 KFXD-F>	2 KJOT-F	2 KLTB-F	2 KIZN-AF	2 KIZN-AF	2 KFXD-F>	2 KCIX-F>	KCIX-F>>	2 KJOT-F>	2 KJOT-F
3 KJOT-F	KFXD-F	KLCI-F	KFXD-F	KBOI	3 KLCI-F>	3 KLCI-F>	3 KLCI-F>	3 KBOI	3 KBOI >
4 KIZN-AF	4 KLCI-F	KJOT-F	4 KJOT-F	4 KLTB-F	4 KIYS-F	4 KFXD-F	4 KBOI >>	4 KLCI-F	4 KLCI-F
5	5 KIZN-AF	5	KBOI	5	5	KBOI >>	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		48 (2)	48 (2)	13.1	15.7
AOR/CLASSIC		62 (2)	62 (2)	16.9	10.3
AC/OLDIES/SOFT ROCK	18 (2)	93 (2)	111 (4)	30.3	25.4
MOR/VARIETY	35 (1)		35 (1)	9.6	12.1
COUNTRY	1 (1)	50 (2)	51 (3)	13.9	14.5
BLACK/URBAN					
BEAUTIFUL/EASY		28 (2)	28 (2)	7.7	11.2
NEWS/TALK	21 (1)		21 (1)	5.7	5.4
NOSTALGIA					1.8
RELIGION/GOSPEL	7 (3)		7 (3)	1.9	2.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	3 (1)		3 (1)	0.8	0.9
	85 (9)	281 (10)	366 (19)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBGN	1060	Caldwell/Boise	0.5/3.1
KCID	1490	Caldwell/Nampa	0.8/2.1
KFXD	580	Nampa	0.5/2.1
KSGR	1340	Nampa/Boise	1.5/5.6
KSPD	790	Boise	0.8/3.1

RADIO STATIONS

KBOI, 670, 50 KW (DA-N), MOR/AC	MBS, $ 24.00 (Katz)	Pacific NW		Al Vuylsteke
KGEM, 1140, 10 KW (DA-2), OLDIES	ABC I, $ 14.00 (MMR)			R. Weisenburger
KIDO, 630, 5 KW (DA-2), NEWS/TALK	NBC, $ 16.00 (Christal)	Sundance		Curt Peterson
KSGR, 1340, 1 KW, OLDIES	US 2, $ 13.00 (Mc-Guild)		(NAMPA)	Kip Guth
KBXL-F, 94.1, 40 KW @ 2500, BTFL/EZ	, $ 12.00 (---)		(CALDWELL)	Nels Wilson
KCIX-F, 105.9, 49 KW @ 2700, AC	APR, $ 40.00 (Mc-Guild)			Kip Guth
KFXD-F, 94.9, 46 KW @ 2520, CHR	, $ 23.00 (Roslin)		(NAMPA)	David Obenauf
KHEZ-F, 103.3, 54 KW @ 2525, BTFL/EZ	, $ 10.00 (HNWH)		(CALDWELL)	Ken Stice
KIYS-F, 92.3, 44 KW @ 2500, CHR	ABC F, $ 15.00 (Torbet)			Brian Harm
KIZN-F, 93.1, 50 KW @ 2630, COUNTRY	, $ 20.00 (Banner)			Bob Cross
KJOT-F, 105.1, 43 KW @ 2570, AOR	ABC R, $ 25.00 (MMR)			R. Weisenburger
KLCI-F, 96.9, 44 KW @ 2520, AOR (?)	, $ 14.00 (---)		(NAMPA)	Jeff Langan
KLTB-F, 104.3, 52 KW @ 2574, SOFT AC	NBC, $ 20.00 (Christal)	Sundance		Curt Peterson
KQFC-F, 97.9, 47 KW @ 2510, COUNTRY	, $ 19.00 (Katz)	Pacific NW		Al Vuylsteke

MISCELLANEOUS COMMENTS: KHEZ-F (Caldwell) sold to John Price for $700,000...KIZN A/F sold by Constant to Pacific Telecom for $__________.

BOSTON

Arbitron Rank/Pop (12+): 7/3,176,000

MSA Rank/Pop: 6/3,719,500
ADI # 6
Average Person Ratings: 18.9
Market TSL: 24.50 hours

Stations: 37/30
Diaries: 2271/1399:1/41.6%
Sample Target: 2170
% Below Line: 3.6
% Not Listed: 12.0

1988 Revenue: $114,000,000
HH Inc.: $41,506
Retail $: 33.2 Bil
Pop per Station: 105,866
#1 Biller: WBCN-F $16,700,000

12+ METRO		1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WXKS-F	(CHR)	459/ 7.7	7.1	5.9	7.1	8.6	6.9	538/7993	6442/20.3	18.7	20.0	96	9.7	555	6765	WXKS-F
2. WZOU-F	(CHR)	394/ 6.6	5.7	5.0	6.1	5.8	5.8	532/8441	5970/18.8	15.1	16.3	53	7.7	441	6438	WZOU-F
3. WRKO	(N/T)	390/ 6.5	7.7	7.2	7.1	7.7	7.1	489/6002	4697/14.8	14.2	17.3	82	7.0	400	4008	WRKO
4. WJIB-F	(EZ)	377/ 6.3	5.4	5.4	6.0	4.9	5.8	425/5072	4235/13.3	10.7	11.1	73	4.7	267	2345	WJIB-F
5. WBZ	(MOR)	352/ 5.9	6.6	7.4	6.4	6.6	6.6	473/7078	5087/16.0	16.3	16.2	76	6.0	346	3880	WBZ
6. WBCN-F	(AOR)	348/ 5.8	5.1	4.8	6.0	6.6	5.4	421/6373	4896/15.4	15.7	15.1	105	7.1	408	5039	WBCN-F
7. WMJX-F	(AC)	281/ 4.7	3.7	3.6	3.8	3.5	3.9	307/5202	4461/14.0	11.1	9.9	143	2.6	150	2508	WMJX-F
8. WHDH	(T)	276/ 4.6	4.4	5.2	3.9	4.4	4.5	303/4159	3695/11.6	15.5	11.9	65	3.6	207	2718	WHDH
9. WSSH-F	(AC)	236/ 3.9	4.3	3.6	4.0	4.3	4.0	345/4974	3420/10.8	10.5	10.1	156	3.4	197	2539	WSSH-F
10. WODS-F	(O)	219/ 3.7	4.7	5.2	4.0	4.5	4.4	384/6726	4157/13.1	14.2	12.5	156	4.3	248	3150	WODS-F
11. WEEI	(N)	216/ 3.6	4.0	4.2	4.3	4.2	4.0	236/4677	4116/13.0	14.3	16.8	64	3.5	198	3325	WEEI
12. WZLX-F	(AOR)	214/ 3.6	4.2	4.8	3.9	2.5	4.1	309/5057	3658/11.5	11.7	9.2	125	4.0	226	3676	WZLX-F
13. WROR-F	(AC)	178/ 3.0	3.1	3.2	3.0	3.6	3.1	240/5025	3740/11.8	11.5	11.0	163	3.4	195	3161	WROR-F
14. WVBF-F	(AC)	142/ 2.4	2.4	2.5	2.7	2.6	2.5	169/2786	2275/ 7.2	7.1	7.0	158	2.1	120	1729	WVBF-F
15. WFNX-F	(AOR)	129/ 2.2	1.8	1.4	1.2	1.6	1.6	135/2206	2027/ 6.4	4.5	4.6	118	1.8	104	1758	WFNX-F
16. WPLM-AF	(BB)	129/ 2.1	0.8	1.1	1.3	1.3	1.3	189/2800	1968/ 6.2	3.4	3.5	33	1.6	84	1020	WPLM-AF
17. WXKS	(BB)	126/ 2.1	1.0	1.3	1.0	1.6	1.3	132/1326	1298/ 4.1	3.1	3.0	33	0.7	42	510	WXKS
18. WILD	(B)	123/ 2.1	2.4	2.6	2.3	2.4	2.3	124/1064	1056/ 3.3	3.2	3.5	95	1.8	104	1350	WILD
19. WCRB-F	(CL)	113/ 1.9	2.5	1.8	1.3	1.3	1.9	147/2662	1874/ 5.9	5.5	4.4	132	1.2	70	1490	WCRB-F
20. WCGY-F	(AOR)	83/ 1.4	1.9	1.5	2.0	1.4	1.7	123/2642	1767/ 5.6	4.4	4.3	121	2.5	141	2043	WCGY-F
21. WBOS-F	(AOR)	75/ 1.3	2.4	2.4	2.1	3.3	2.0	106/2299	1691/ 5.3	5.7	8.3	131	3.0	173	1861	WBOS-F
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 68.63% (3620 of 5275) (SPG 88: 66.21%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZOU-F>>	1 WXKS-F	1 WXKS-F	1 WXKS-F	1 WXKS-F	1 WJIB-F<	1 WBZ	1 WRKO	1 WRKO	1 WZOU-F<	1 WBZ >>
2 WXKS-F>>	2 WBCN-F>	2 WBCN-F	2 WBCN-F<	2 WMJX-F	2 WRKO	2 WXKS-F	2 WXKS-F	2 WZOU-F	2 WBZ >	2 WJIB-F
3	3 WZLX-F<	3 WMJX-F	3 WMJX-F	3 WBCN-F<	3 WBZ	3 WRKO	3 WJIB-F	WXKS-F	3 WXKS-F	3 WHDH <
4	4 WZOU-F<	4 WZOU-F	4 WODS-F	4 WSSH-F	4 WHDH >	4 WHDH	4 WBCN-F	4 WJIB-F	4 WMJX-F	4 WRKO >>
5	5 WMJX-F>	WZLX-F	5 WSSH-F<	5 WODS-F	5 WEEI	5 WZOU-F<	5 WMJX-F<	WBCN-F>	5 WJIB-F<	5 WEEI
6	6 WFNX-F	6 WODS-F	6 WRKO	6 WRKO	6 WSSH-F	6 WBCN-F	6 WSSH-F	6 WMJX-F	6 WHDH	6 WZOU-F
7	7	7	7 WZLX-F<	7	7	7 WEEI	7 WZOU-F	7 WSSH-F	7 WBCN-F	7 WMJX-F
8	8	8	8 WROR-F	8	8	8 WJIB-F	8	8	8	8 WXKS-F
9	9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WXKS-F>>	1 WXKS-F>	1 WXKS-F>	1 WXKS-F>	1 WMJX-F
2 WMJX-F<	2 WMJX-F	2 WMJX-F>	2 WMJX-F>	2 WXKS-F
3 WBCN-F<	3 WBCN-F	3 WBCN-F	3 WSSH-F	3 WSSH-F
4 WZOU-F	4 WZOU-F	4 WROR-F	WBCN-F	4 WODS-F
5 WZLX-F>	5 WZLX-F	5 WVBF-F	5 WODS-F<	5 WROR-F
6 WFNX-F	6 WVBF-F	WODS-F	6 WZOU-F	6 WJIB-F<
7 WILD	WODS-F	7 WZOU-F	7 WVBF-F	7 WVBF-F
8	WFNX-F	WZLX-F	8 WZLX-F	WBZ
9	9 WROR-F	9 WFNX-F	WROR-F	9 WBCN-F
10	10	10	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBCN-F	1 WBCN-F>	1 WBCN-F>	1 WBCN-F>	1 WRKO
2 WZOU-F	2 WXKS-F	2 WXKS-F	2 WXKS-F<	WBCN-F
3 WXKS-F>	3 WZLX-F	3 WZLX-F>	3 WZLX-F	3 WXKS-F<
4 WZLX-F>>	4 WZOU-F>	4 WFNX-F	4 WRKO	4 WZLX-F
5 WAAF-F	5 WFNX-F	5 WMJX-F>	5 WZOU-F>	5 WODS-F
WFNX-F	6 WMJX-F>	6 WODS-F	6 WODS-F	6 WSSH-F
7 WILD	7	7	7 WMJX-F	7 WROR-F
8	8	8	8 WFNX-F	8 WMJX-F
9	9	9	9	WJIB-F
10	10	10	10	WBZ

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		879 (3)	879 (3)	16.7	16.6
AOR/CLASSIC		937 (7)	937 (7)	17.8	15.8
AC/OLDIES/SOFT ROCK	18 (1)	1093 (7)	1111 (8)	21.1	22.1
MOR/VARIETY	391 (3)		391 (3)	7.4	13.2
COUNTRY		68 (2)	68 (2)	1.3	4.2
BLACK/URBAN	123 (1)		123 (1)	2.3	2.7
BEAUTIFUL/EASY		393 (2)	393 (2)	7.5	5.5
NEWS/TALK	911 (4)		911 (4)	17.3	13.5
NOSTALGIA	140 (2)	115 (1)	255 (3)	4.8	3.2
RELIGION/GOSPEL	72 (2)		72 (2)	1.4	1.8
SPANISH					
CLASSICAL		135 (2)	135 (2)	2.6	1.5
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	1655 (13)	3620 (24)	5275 (37)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
WBOQ-F	104.9	Gloucester	0.4/1.1
WCAP	980	Lowell	0.5/1.3
WCAV-F	97.7	Brockton	0.3/1.2
WESX	1230	Salem	0.3/1.1
WEZE	1260	Boston	0.4/1.5
WJDA	1300	Quincy	0.3/1.1
WMEX	1150	Boston	0.3/1.6
WROL	950	Boston	0.8/2.7
WAAF-F	107.3	Worcester/Bostn	0.9/5.4
WHJY-F	94.1	Providence	0.5/2.2
WHOB-F	106.3	Nashua	0.4/1.4
WLKW-F	101.5	Providence	0.3/1.1
WMYS-F	98.1	New Bedfrd/Prvd	0.3/0.7
WOKQ-F	97.5	Dover/Portsmth	0.8/1.9
WXLO-F	104.5	Fitchburg	0.3/1.2

AM STATIONS

WBZ ,	1030,	50 KW (DA-1)	, MOR	NBC,	$ 230.00	(Group W)	Westinghouse	John Irwin
WEEI,	590,	5 KW (DA-1)	, NEWS	CBS,	$ 135.00	(CBS)		Michael Wheeler
WHDH,	850,	50 KW (DA-2)	, TALK	NBC,TLKNT,	$ 173.00	(Durpetti)		David Recher
WILD,	1090,	5 KW (DAYS)	, BLACK	SBN,	$ 42.00	(Roslin)		Kendell Nash
WMEX,	1150,	5 KW (DA-2)	, OLDIES	ABC E,	$ 35.00	(Mc-Guild)	Greater Media	Peter Smyth
WRKO,	680,	50 KW (DA-2)	, TALK	MBS,	$ 180.00	(Republic)	Atlantic Ventures	Dan Griffin
WROL,	950,	5 KW (DAYS)	, RELIGION	,	$ 21.00	(---)		Ken Carter
WXKS,	1430,	5 KW/1 KW(DA-N)	, NOSTALGIA	,	$ N/A	(MMR)	Pyramid	John Madison
WUNR,	1600,	5 KW (DA-1)	, HISPANIC/ETHNIC	,	$ 32.00	(Caballero)		Steve Lalli

FM STATIONS

WBCN,	104.1,	19 KW @ 742,	AOR	,	$ 345.00	(Torbet)	Infinity	Tony Berardino
WBOS,	92.9,	17 KW @ 860,	CL.AOR/VARIOUS	NBC,	$ 90.00	(Katz)	Ackerly	Mary Cashman
WCGY,	93.7,	50 KW @ 430,	CLASSIC AOR	,	$ 65.00	(K & P)	Curt Gowdy	James Murphy
WCRB,	102.5,	15 KW @ 920,	CLASSICAL	,	$ 95.00	(CMBS)		Lynn Nathanson
WFNX,	101.7,	1.6 KW @ 465,	AOR	,	$ 69.00	(---)		David Crowley
WJIB,	96.9,	12 KW @ 1010,	BTFL/EZ	,	$ 110.00	(Mc-Guild)	Emmis	Mark Renier
WMJX,	106.7,	12 KW @ 720,	AC	,	$ 142.00	(Mc-Guild)	Greater Media	Peter Smyth
WODS,	103.3,	16 KW @ 890,	OLDIES	RADRAD,	$ 140.00	(CBS)	CBS	John Gehron
WPLM,	99.1,	50 KW @ 430,	NOSTALGIA	,	$ 42.00	(---)	(PLYMOUTH)	Jane Day
WROR,	98.5,	8 KW @ 1191,	AC	US 1,	$ 165.00	(Republic)	Atlantic Ventures	Dan Griffin
WSSH,	99.5,	32 KW @ 600,	SOFT AC	,	$ 190.00	(HNWH)	Noble	Jennifer McCarn
WVBF,	105.7,	14 KW @ 954,	AC	,	$ 130.00	(Banner)	Fairbanks	Ken Spitzer
WXKS,	107.9,	24 KW @ 719,	CHR	,	$ 300.00	(MMR)	Pyramid	John Madison
WZLX,	100.7,	50 KW @ 500,	CLASSIC AOR	,	$ 150.00	(Christal)	Cook Inlet	Jerry Charm
WZOU,	94.5,	8 KW @ 1050,	CHR	,	$ 165.00	(Eastman)	Ardman	Alan Chartrand

CALL LETTER CHANGES

FORMAT CHANGES

WBOS-F changes from COUNTRY to ECLECTIC AOR.

STATION SALES

WDKW (Waltham) sold for $1,150,000...WKKO/WSSH-F sold to Merv Griffin (CANCELLED) for $39,000,000 (Blackburn).

BRIDGEPORT

Arbitron Rank/Pop (12+): 91/378,900

MSA Rank/Pop: 107/444,600
New York ADI
Average Person Ratings: 18.8
Market TSL: 25.0 hours

Stations: 41/5
Diaries: 829/457:1/54.4
Sample Target: 760
% Below Line: 16.6
% Not Listed: 13.2

1988 Revenue: $23,100,000
HH Inc.: $54,102
Retail $: 8.9 Bil
Pop per Station: 75,780
#1 Biller: WEBE-F $5,000,000

12+ METRO			1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1.	WEZN-F	(AC)	118/16.6	14.7	13.5	13.4	13.9	----	118/1232	1232/32.5	23.9	26.5	111				WEZN-F
2.	WICC	(MOR)	73/10.3	10.7	13.3	15.5	17.4	----	73/1135	1135/30.0	33.4	37.9	105				WICC
3.	WKCI-F	(CHR)	66/ 9.3	7.7	9.3	10.1	8.8	----	66/936	936/24.7	24.7	24.4	74				WKCI-F
4.	WEBE-F	(AC)	61/ 8.6	8.9	10.5	10.4	8.0	----	61/849	849/22.4	22.2	19.6	148				WEBE-F
5.	WPLR-F	(AOR)	50/ 7.0	8.4	9.2	7.7	7.7	----	50/761	761/20.1	17.8	18.3	101				WPLR-F
6.	WRKI-F	(AOR)	22/ 3.1	2.0	2.0	1.5	2.2	----	22/337	337/ 8.9	8.4	8.1	155				WRKI-F
7.	WFAN	(N/T)	21/ 2.9	1.3	1.3	0.3	1.0	----	21/376	376/ 9.9	3.7	4.1	145				WFAN
8.	WCBS	(N/T)	19/ 2.7	2.8	3.3	3.9	3.9	----	19/454	454/12.0	12.0	13.9	78				WCBS
9.	WQHT-F	(CHR)	17/ 2.4	1.2	2.0	1.8	2.4	----	17/204	204/ 5.4	7.1	5.2	13				WQHT-F
10.	WDRC-F	(AC)	14/ 2.0	1.3	3.1	1.7	2.4	----	14/269	269/ 7.1	7.5	6.8	145				WDRC-F
11.	WYNY-F	(C)	12/ 1.7	2.1	2.7	1.1	----	----	12/215	215/ 5.7	6.4	0.0	65				WYNY-F
	WWYZ-F	(C)	12/ 1.7	0.7	----	----	----	----	12/204	204/ 5.4	0.0	0.0	112				WWYZ-F
13.																	
14.																	
15.																	

12+ FM SHARE (METRO): 71.68% (443 of 618) (SPG 88: 68.67%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKCI-F>>	1 WPLR-F	1 WEZN-F	1 WEZN-F	1 WEZN-F>	1 WEZN-F>	1 WICC	1 WEZN-F>	1 WEZN-F>	1 WKCI-F<	1 WPLR-F
2	2 WEBE-F	2 WEBE-F	2 WEBE-F>	2 WEBE-F	2 WICC >>	2 WEZN-F>	2 WEBE-F>	2 WEBE-F	2 WICC <	2 WICC
3	3 WKCI-F	3 WPLR-F	3 WICC	3 WICC >	3	3 WEBE-F<	3 WKCI-F	3 WKCI-F<	3 WPLR-F>	3 WCBS
4	4 WEZN-F	4 WKCI-F	4 WPLR-F<	4 WPLR-F<	4	4 WKCI-F	4 WPLR-F	4 WPLR-F<	4 WEZN-F	WEZN-F>>
5	5 WRKI-F	5 WICC	5 WKCI-F	5 WKCI-F	5	5	5 WICC	5 WICC	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKCI-F>	1 WEBE-F	1 WEBE-F>	1 WEZN-F	1 WEZN-F>	1 WPLR-F>>	1 WPLR-F>>	1 WPLR-F>	1 WPLR-F>	1 WEZN-F>
2 WQHT-F>	2 WKCI-F	2 WEZN-F>	2 WEBE-F	2 WEBE-F	2 WQHT-F	2 WRKI-F	2 WRKI-F	2 WEZN-F	2 WPLR-F
3 WEBE-F>	3 WEZN-F>	3 WKCI-F	3 WKCI-F>	3 WICC >	WKCI-F>	3 WEBE-F	WEBE-F>	3 WEBE-F	3 WEBE-F
4 WPLR-F	4 WPLR-F	4 WPLR-F>	4 WICC >	4 WKCI-F>>	4 WRKI-F	4 WKCI-F>	4 WEZN-F	4 WRKI-F	4 WICC
WEZN-F	5 WQHT-F	5 WRKI-F	5 WPLR-F	5	WICC >>	5 WEZN-F	5 WFAN	WICC	5 WFAN
									6 WRKI-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		101 (6)	101 (6)	16.3	11.9
AOR/CLASSIC		83 (5)	83 (5)	13.4	13.6
AC/OLDIES/SOFT ROCK		206 (6)	206 (6)	33.3	21.2
MOR/VARIETY	77 (3)		77 (3)	12.5	15.5
COUNTRY		24 (2)	24 (2)	3.9	3.0
BLACK/URBAN		12 (2)	12 (2)	1.9	6.0
BEAUTIFUL/EASY		10 (3)	10 (3)	1.6	15.0
NEWS/TALK	68 (6)		68 (6)	11.0	10.1
NOSTALGIA	18 (4)		18 (4)	2.9	2.5
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		7 (1)	7 (1)	1.1	1.1
UNKNOWN/OTHERS	12 (2)		12 (2)	1.9	
	175 (15)	443 (25)	618 (40)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
WADS	690	Ansonia	0.8/3.4
WCUM	1450	Bridgeport	0.6/1.6
WDJZ	1530	Bridgeport	0.7/1.5
WABC	770	New York	1.1/4.4
WALK	1370	Patchogue	
WALK-F	97.5	Patchogue	0.6/4.9
WAVZ	1300	New Haven	0.7/1.9
WBAB-F	102.3	Babylon	0.3/1.4
WBLI-F	106.1	Patchogue	0.7/3.3
WBLS-F	107.5	New York	0.4/1.2
WCPS	1260	Westport	1.1/1.6
WCTO-F	94.3	Smithtown	0.4/0.9
WELI	960	New Haven	0.3/2.2
WGMX-F	95.9	Norwalk/Stamfor	0.8/2.9
WGSM	740	Huntington	0.8/1.4
WHTZ-F	100.3	Newark/New York	0.8/3.9
WINS	1010	New York	0.4/3.3
WJAZ-F	96.7	Stamford	1.0/3.2
WKSS-F	95.7	Hartford-Meridn	0.3/2.0
WLTW-F	106.7	New York	0.4/1.8
WNEW	1130	New York	0.3/1.4
WNEW-F	102.7	New York	0.4/3.1
WOR	710	New York	1.5/5.1
WPAT-F	93.1	Paterson	0.4/1.0
WPLJ-F	95.5	New York	0.7/4.3
WRCH-F	100.5	New Britain/Hrt	0.6/1.9
WRKS-F	98.7	New York	1.3/4.9
WTIC	1080	Hartford	0.3/1.8
WXRK-F	92.3	New York	0.8/3.3

RADIO STATIONS

WADS,	690,	1 KW	, TALK	APR,	$ 15.00	(---)		Ken Dawson
WCUM,	1450,	1 KW	, ??	,	$ 15.00	(---)		---
WDJZ,	1530,	5 KW (DAYS, DA)	, NOSTALGIA	APR,	$ 20.00	(K & P)		Russ Knight
WICC,	600,	1 KW/500 W (DA-2)	, MOR	,	$ 80.00	(Banner)	ML/WIN	Vince Cremona
WEZN-F,	99.9,	25 KW @ 680,	SOFT AC	,	$ 93.00	(Katz)	NewCity	Jim Morley
WEBE-F,	107.9,	50 KW @ 383,	AC	,	$ 109.00	(Banner)	ML/WIN (WESTPORT)	Vince Cremona
WRKI-F,	95.1,	50 KW @ 500,	AOR	,	$ 75.00	(Eastman)	Home News (BROOKFIELD)	John Fullam
WGMX-F,	95.9,	3 KW @ 300,	AC	,	$ 45.00	(Christal)	Hanson (NORWALK)	Michael Hanson

OTHER RANKED STATIONS -- See New York, Hartford, or New Haven

MISCELLANEOUS COMMENTS: WJBX changes calls to WCUM (April) ...WJBX sold for $550,000.

BUFFALO-NIAGARA FALLS

Arbitron Rank/Pop (12+): 39/995,600

MSA Rank/Pop: Buffalo: 54/951,900
Niagara Falls: 197/214,900
Average Person Ratings: 18.0
Market TSL: 23.50 hours

Stations: 24/20
Diaries: 1387/718:1/57.9%
Sample Target: 1290
% Below Line: 2.5
% Not Listed: 9.2

1988 Revenue: $27,500,000
HH Inc.: $33,379
Retail $: 7.2 Bil
Pop per Station: 49,780
#1 Biller: WBEN $4,000,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WJYE-F (EZ)	200/11.2	9.3	9.7	6.7	6.6	9.2	220/2601	2339/23.5	21.3	16.7	96	7.8	135	1773	WJYE-F
2. WKSE-F (CHR)	170/ 9.5	11.0	9.2	11.3	10.2	10.3	188/3005	2577/25.9	26.1	24.6	78	17.2	297	3315	WKSE-F
3. WGR -F (AOR)	169/ 9.4	7.4	6.0	2.2	4.3	6.3	212/2264	1755/17.6	15.1	10.8	102	8.7	151	1767	WGR -F
4. WBUF-F (AC)	154/ 8.6	6.8	8.9	6.6	9.3	7.7	172/1859	1709/17.2	16.1	17.0	157	6.8	117	1137	WBUF-F
5. WYRK-F (C)	152/ 8.5	10.0	10.7	8.8	7.7	9.5	189/2029	1722/17.3	17.4	15.7	118	7.6	132	1164	WYRK-F
6. WBEN (MOR)	142/ 7.9	9.1	10.8	9.6	8.5	9.4	152/2218	2033/20.4	31.5	21.1	90	6.1	105	1563	WBEN
7. WECK (BB)	103/ 5.8	5.7	5.7	6.0	5.0	5.8	105/1026	964/ 9.7	10.1	9.0	14	4.7	81	841	WECK
8. WBLK-F (B)	102/ 5.7	4.8	6.6	6.0	6.3	5.8	104/1032	1005/10.1	10.1	9.8	107	6.9	120	1269	WBLK-F
9. WHTT-F (O)	93/ 5.2	5.2	4.4	5.5	8.7	5.1	102/1616	1421/14.3	14.8	19.4	138	4.4	76	1256	WHTT-F
10. WMJQ-F (CHR)	76/ 4.2	4.5	5.1	5.7	5.7	4.9	199/3199	1815/18.2	18.0	20.7	98	5.5	96	1902	WMJQ-F
11. WPHD-F (AOR)	52/ 2.9	3.7	3.4	7.6	4.7	4.4	54/1371	1286/12.9	13.3	16.3	128	3.8	65	1401	WPHD-F
12. WWKB (N/T)	31/ 1.7	1.2	1.6	1.1	3.3	1.4	42/625	523/ 5.3	6.4	12.0	94	1.8	32	657	WWKB
13. WGR (MOR)	29/ 1.6	4.2	3.0	4.2	3.1	3.3	33/1149	933/ 9.4	13.3	12.1	106	1.7	29	692	WGR
14. WDCX-F (REL)	27/ 1.5	1.0	1.0	0.7	1.2	1.0	34/484	396/ 4.0	3.5	3.6	73	1.8	31	492	WDCX-F
15. WGKT (O)	23/ 1.3	1.2	1.0	0.6	0.3	1.0	23/382	382/ 3.8	3.7	1.8	185	0.9	15	274	WGKT

12+ FM SHARE (METRO): 75.82% (1232 of 1625) (SPG 88: 73.92%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKSE-F>>	1 WGR -F>	1 WGR -F	1 WBUF-F>	1 WBUF-F	1 WJYE-F	1 WBEN >	1 WJYE-F	1 WJYE-F	1 WKSE-F	1 WBEN >>
2 WMJQ-F	2 WKSE-F>	2 WBUF-F	2 WGR -F	2 WJYE-F	2 WBEN	2 WKSE-F	2 WBUF-F	2 WKSE-F	2 WGR -F>	2 WGR -F>>
WGR -F>	3 WHTT-F	3 WKSE-F	3 WYRK-F<	3 WYRK-F<	3 WYRK-F	3 WJYE-F<	3 WGR -F	3 WYRK-F<	3 WWKB	3 WYRK-F
4 WBLK-F>>	WBUF-F	4 WJYE-F	4 WJYE-F	4 WGR -F	4 WECK	4 WGR -F<	4 WYRK-F	4 WGR -F	4 WYRK-F	WBLK-F
5	5 WJYE-F	5 WYRK-F<	5 WKSE-F	5 WKSE-F<	5 WBUF-F>	5 WBUF-F	5 WBEN <	5 WBUF-F	5 WJYE-F<	5 WWKB <
6	6 WMJQ-F	6 WHTT-F	WHTT-F	6 WHTT-F<	6 WBLK-F	6 WYRK-F	6 WECK	6 WBEN	6 WBEN <	6 WKSE-F>>
7	WBLK-F	7 WBLK-F	7 WBEN	7 WBEN	7	7	7 WHTT-F<	7	7 WBUF-F	7
8	8	8	8 WBLK-F	8 WBLK-F	8	8	8 WKSE-F	8	WBLK-F<	8
									9 WMJQ-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WKSE-F>	1 WKSE-F	1 WBUF-F>	1 WBUF-F	1 WBUF-F
2 WGR -F>	2 WBUF-F	2 WKSE-F	2 WKSE-F	2 WJYE-F>
3 WMJQ-F	3 WGR -F	WJYE-F	3 WJYE-F>	3 WKSE-F
WJYE-F	4 WJYE-F>	WHTT-F	4 WYRK-F<	4 WYRK-F
5 WBUF-F	5 WYRK-F	5 WGR -F	5 WBLK-F<	5 WBLK-F<
6 WBLK-F	WBLK-F	6 WYRK-F	6 WGR -F	6 WBEN
7 WYRK-F	7 WHTT-F	7 WBLK-F	7 WHTT-F	7 WHTT-F
WPHD-F>>	8 WMJQ-F	8	8 WMJQ-F	8
	9 WPHD-F>>		WBEN	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGR -F>>	1 WGR -F>>	1 WGR -F>>	1 WGR -F>>	1 WGR -F
2 WHTT-F	2 WHTT-F	2 WHTT-F	2 WHTT-F	2 WYRK-F
3 WKSE-F>>	3 WKSE-F>	3 WMJQ-F	3 WYRK-F	3 WBUF-F
4 WBLK-F>	4 WMJQ-F	4 WKSE-F	4 WBUF-F	4 WJYE-F<
5 WPHD-F	5 WPHD-F	5 WYRK-F	5 WKSE-F	5 WHTT-F
WMJQ-F	WBLK-F	WPHD-F	6 WJYE-F	6 WBEN
7	7	7	7	7
8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		246 (2)	246 (2)	15.1	17.8
AOR/CLASSIC		234 (3)	234 (3)	14.4	18.3
AC/OLDIES/SOFT ROCK	30 (2)	247 (2)	277 (4)	17.0	18.4
MOR/VARIETY	182 (3)		182 (3)	11.2	13.0
COUNTRY	12 (1)	152 (1)	164 (2)	10.1	9.2
BLACK/URBAN	16 (1)	102 (1)	118 (2)	7.3	8.4
BEAUTIFUL/EASY		200 (1)	200 (1)	12.3	7.2
NEWS/TALK	31 (1)		31 (1)	1.9	
NOSTALGIA	103 (1)		103 (1)	6.3	5.5
RELIGION/GOSPEL		27 (1)	27 (1)	1.7	1.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		11 (1)	11 (1)	0.7	
UNKNOWN/OTHERS	19 (1)	13 (2)	32 (3)	2.0	0.9
	393 (10)	1232 (14)	1625 (24)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBMW-F	107.7	Weathersfield	0.6/2.7
WHTT	1120	Buffalo	0.4/1.0
WLVL	1340	Lockport	0.6/2.2
WUFO	1080	Amherst	0.9/1.9
WXRL	1300	Lancaster/Buffl	0.7/2.9
CFNY-F	102.1	Brampton ON	0.7/2.7
CHTZ-F	97.7	St. Catharines	0.4/1.9
CHUM-F	104.5	Toronto	0.3/1.2
CJFT	530	Ft. Erie ON	1.1/3.0

AM STATIONS

WBEN	930	5 KW (DA-N)	MOR	CBS	$ 80.00 (Eastman)		Larry Levite
WECK	1230	1 KW	NOSTALGIA	CBS	$ 31.00 (Roslin)		---
WGKT	1400	1 KW	OLDIES		$ 20.00 (CBS)	Metroplex	---
WGR	550	5 KW (DA-N)	MOR	ABC E	$ 42.00 (Katz)		Charles Banta
WUFO	1080	1 KW (DAYS)	BLACK	SBN	$ 16.00 (---)		Joe Freeman
WWKB	1520	50 KW (DA-1)	BUSINESS NEWS		$ 40.00 (HNWH)	Price	Jim Meltzer

FM STATIONS

WBLK	93.7	50 KW @ 400	BLACK	RADRAD	$ 40.00 (Durpetti)		Freddie Patrick
WBMW	107.7	13 KW @ 650	JAZZ/NAC	SMN, US 1	$ 38.00 (torbet)	(WETHERSFIELD)	John Casciani
WBUF	92.9	91 KW @ 580	AC		$ 90.00 (Mc-Guild)	Lincoln	Larry White
WDCX	99.5	110 KW @ 640	RELIGION		$ 21.00 (---)	Crawford	Nevin Larson
WGR	96.9	13 KW @ 890	AOR		$ 66.00 (Katz)		Charles Banta
WHTT	104.1	50 KW @ 500	OLDIES		$ 62.00 (MMR)	Pyramid	Ron Rice
WJYE	96.1	50 KW @ 480	EZ/SOFT AC		$ 64.00 (Christal)		Chris Ackerman
WKSE	98.5	45 KW @ 380	CHR	ABC R	$ 66.00 (HNWH)	Price	Jim Meltzer
WMJQ	102.5	105 KW @ 1347	CHR	SOURCE	$ 50.00 (Eastman)		Greg Mazurowski
WPHD	103.3	49 KW @ 340	CLASSIC AOR	RADRAD	$ 47.00 (CBS)	Metroplex	---
WYRK	106.5	50 KW @ 390	COUNTRY		$ 70.00 (Mc-Guild)	Stoner	Kitty Bocock

CALL LETTER CHANGES

FORMAT CHANGES

WHTT changes from CLASSIC AOR to OLDIES (June)

STATION SALES

WJYE sold by Speed-O-Print to Williams for $6,000,000. (Schutz)..WECK sold for $600,000...WGKT, WPHD-F sold to Metroplex for $6,400,000 (Americom).

CANTON

Arbitron Rank/Pop (12+): 102/333,000	Stations: 32/9	1988 Revenue: $7,700,000
	Diaries: 846/394:1/58.5%	HH Inc.: $30,591
MSA Rank/Pop: 117/400,600	Sample Target: 730	Retail $: 2.5 Bil
Cleveland ADI	% Below Line: 18.2	Pop per Station: 37,000
Average Person Ratings: 18.4	% Not Listed: 10.3	#1 Biller: WHBC $2,400,000
Market TSL: 24.25 hours		

12+ METRO		1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WHBC-F	(EZ)	90/14.7	12.8	11.8	17.5	15.6	----	107/1083	813/24.4	22.5	24.5	73				WHBC-F
2. WHBC	(MOR)	71/11.6	11.8	10.7	12.2	12.0	----	73/843	770/23.1	24.3	28.5	83				WHBC
3. WQXK-F	(C)	55/ 9.0	7.5	10.9	6.1	7.7	----	102/1049	586/17.6	18.2	14.0	120				WQXK-F
4. WDJQ-F	(CHR)	50/ 8.1	11.1	10.9	10.7	7.4	----	67/883	662/19.9	22.4	23.1	104				WDJQ-F
5. WKDD-F	(CHR)	38/ 6.2	7.4	7.4	7.6	6.8	----	65/1024	616/18.5	17.4	15.1	100				WKDD-F
6. WONE-F	(AOR)	28/ 4.6	2.9	1.8	3.2	2.3	----	41/513	324/ 9.7	6.7	5.5	100				WONE-F
WRQK-F	(AOR)	28/ 4.6	8.2	8.6	5.3	6.8	----	36/595	455/13.7	15.0	13.4	93				WRQK-F
8. WNIR-F	(N/T)	25/ 4.1	1.9	3.5	2.3	3.4	----	28/221	170/ 5.1	6.3	6.1	112				WNIR-F
9. WMMS-F	(AOR)	18/ 2.9	3.2	3.5	4.4	3.6	----	27/398	300/ 9.0	12.4	12.3	117				WMMS-F
10. WNPQ-F	(CHR)	15/ 2.4	0.9	1.6	2.3	1.6	----	25/492	326/ 9.8	5.2	3.9	50				WNPQ-F

12+ FM SHARE (METRO): 79.13% (436 of 551) (SPG 88: 77.88%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKDD-F	1 WONE-F<	1 WDJQ-F	1 WQXK-F	1 WQXK-F	1 WHBC-F	1 WHBC	1 WHBC-F>	1 WHBC-F>	1 WHBC-F	1 WHBC
2 WDJQ-F	2 WDJQ-F	2 WQXK-F	2 WDJQ-F	WHBC-F	2 WHBC >	2 WHBC-F>	2 WQXK-F	2 WHBC	2 WHBC	2 WHBC-F
3 WPHR-F	3 WKDD-F	3 WKDD-F	3 WHBC	3 WHBC	3 WQXK-F>	3 WQXK-F	3 WHBC >	3 WQXK-F	WDJQ-F	3 WQXK-F>
WNPQ-F>>	4 WRQK-F	4 WONE-F<	4 WKDD-F<	4 WDJQ-F>	4 WNIR-F	4 WKDD-F	4 WDJQ-F	4 WDJQ-F	4 WQXK-F	4 WDJQ-F>
5	5 WQXK-F	5 WHBC-F<	5 WHBC-F	5 WKDD-F	WDJQ-F>>	5 WDJQ-F	5 WONE-F	5 WKDD-F	5 WKDD-F	5 WNPQ-F
6	6 WMMS-F	6 WHBC	6	6	6	6 WONE-F	WNIR-F	6	6 WZAK-F	6
		7 WRQK-F								

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDJQ-F	1 WDJQ-F>	1 WQXK-F>	1 WDJQ-F	1 WQXK-F	1 WONE-F	1 WONE-F>	1 WONE-F>	1 WONE-F	1 WHBC-F
2 WKDD-F>	2 WQXK-F	2 WDJQ-F>	2 WQXK-F	2 WHBC-F	2 WRQK-F>>	2 WRQK-F>	2 WMMS-F	2 WRQK-F	2 WQXK-F
3 WZAK-F	WKDD-F	3 WZAK-F	3 WKDD-F	WHBC	3 WDJQ-F>	3 WMMS-F	3 WKDD-F	3 WDJQ-F	3 WHBC
WMMS-F	4 WZAK-F	WKDD-F	WHBC-F	4 WDJQ-F>	4 WQXK-F	4 WKDD-F	4 WRQK-F	4 WQXK-F	4 WONE-F
WHBC-F	5 WMMS-F	WRQK-F	5 WHBC	5 WKDD-F	WMMS-F	5 WDJQ-F	5 WNIR-F	WKDD-F	WKDD-F
6 WNPQ-F	WHBC-F	6	6	6	WKDD-F	6	WNCX-F	6 WMMS-F	WDJQ-F
					WHBC-F>>		WDJQ-F	WHBC	7 WRQK-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		114 (5)	114 (5)	20.7	23.1
AOR/CLASSIC		80 (4)	80 (4)	14.5	15.8
AC/OLDIES/SOFT ROCK	5 (1)	42 (4)	47 (5)	8.5	6.3
MOR/VARIETY	73 (2)		73 (2)	13.2	13.1
COUNTRY	11 (2)	63 (3)	74 (5)	13.4	16.5
BLACK/URBAN		13 (1)	13 (1)	2.4	1.3
BEAUTIFUL/EASY		92 (2)	92 (2)	16.7	14.0
NEWS/TALK	8 (1)	27 (2)	35 (3)	6.4	6.7
NOSTALGIA	7 (1)		7 (1)	1.3	
RELIGION/GOSPEL	11 (2)	3 (1)	14 (3)	2.5	2.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		2 (1)	2 (1)	0.4	
UNKHOWN/OTHERS					0.6
	115 (9)	436 (23)	551 (32)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBXT	900	Canton/Akron	1.0/2.0
WFAH	1310	Alliance	0.8/2.6
WRQK	1520	Canton	
WTIG	990	Massillion	1.1/2.5
WTOF-F	98.1	Canton/Akron	0.5/3.2
WAKR	1590	Akron	0.3/1.9
WBBG-F	93.3	Youngstown	0.3/2.3
WDOK-F	102.1	Cleveland	1.1/4.4
WGAR	1220	Cleveland	
WGAR-F	99.5	Cleveland	0.8/1.4
WHLO	640	Akron/Cleveland	0.8/3.9
WHOT-F	101.1	Youngstown	0.5/2.6
WKBN-F	98.9	Youngstown	0.3/1.5
WLTF-F	106.5	Cleveland	1.1/4.7
WMJI-F	105.7	Cleveland	2.3/7.0
WNCX-F	98.5	Cleveland	1.0/2.9
WNWV-F	107.3	Elyria/Clevelnd	0.3/1.4
WPHR-F	107.9	Cleveland	1.3/4.8
WQKT-F	104.5	Wooster	0.5/2.7
WQMX-F	94.9	Medina/Akron	2.3/6.9
WRMR	850	Cleveland	1.1/2.3
WSLR	1350	Akron	0.7/1.8
WWWE	1100	Cleveland	1.3/5.1
WZAK-F	93.1	Cleveland	2.1/4.7

RADIO STATIONS

WHBC, 1480, 5 KW (DA-N), MOR	ABC E, $ 60.00 (Christal)			Bill Chambers
WFAH, 1310, 1 KW/8 W (DA-1), AC	ABC I, $ 15.00 ([illegible])		(ALLIANCE)	Dick Elliott
WTIG, 990, 250 W (DAYS), COUNTRY	MBS, $ 13.00 (---)		(MASSILLONI)	Jim Galassi
WBXT, 900, 500 W (DAYS), RELIGION	SBN, APR, $ 10.00 (---)			Tom Bishop
WDJQ-F, 92.5, 50 KW @ 500, CHR	, $ 42.00 ([illegible])		(ALLIANCE)	Dick Elliott
WHBC-F, 94.1, 50 KW @ 500, BTFL/EZ	ABC E, $ 39.00 (Christal)			Bill Chambers
WNPQ-F, 95.9, 1.6 KW @ 300, CHR	RADRAD, $ 15.00 (---)			Jim Natoli
WRQK-F, 106.9, 28 KW @ 340, AOR	, $ 35.00 ([illegible])			Bob Kassi
WTOF-F, 98.1, 36 KW @ 570, RELIGION	, $ 15.00 (---)	Mortenson		Tom Bishop

OTHER RANKED STATIONS -- See Akron and Cleveland

MISCELLANEOUS COMMENTS: WTOF changes calls to WBXT (March)...WINW changes calls to WRQK (Feb)...WRQK changes from BLACK to AOR (Feb.)...WINW, WRQK-F sold for $3,600,000.

CASPER

Arbitron Rank/Pop (12+): 258/56,200
MSA Rank/Pop: 347/65,500
ADI # 195
Average Person Ratings: 15.7
Market TSL: 21.25 hours

Stations: 6/5
Diaries: 604/93:1/60.1%
Sample Target: 550
% Below Line: 2.3
% Not Listed: 8.0

1988 Revenue: $2,500,000
HH Inc.: $34,164
Retail $: 0.6 Bil
Pop per Station: 11,240
#1 Biller: KTRS-F $825,000

12+ METRO		1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KTRS-F	(?)	43/48.9	----	43.8	----	37.6	----	64/574	333/59.3	56.5	48.7	95				KTRS-F
2. KVOC	(C)	15/17.0	----	15.7	----	25.7	----	15/160	148/26.3	28.2	39.0	95				KVOC
3. KTWO	(C)	10/11.4	----	20.2	----	8.9	----	22/325	164/29.2	34.8	26.3	94				KTWO
KQLT-F	(EZ)	10/11.4	----	13.5	----	12.9	----	12/168	120/21.4	19.6	21.4	94				KQLT-F
5.																

12+ FM SHARE (METRO): 67.90% (55 of 81) (SPG 88: 61.90%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KTRS-F	1 KTRS-F>>	1 KTRS-F>>	1 KTRS-F>>	1 KTRS-F>>	1 KVOC	1 KTRS-F>>	1 KTRS-F>>	1 KTRS-F>>	1 KTRS-F>>	1 KAZY-F>>
2	2	2	2	2	2 KTRS-F	2 KVOC	2 KVOC	2 KVOC >	2	2 KTRS-F>>
3	3	3	3	3	3 KQLT-F	3 KTWO >	3 KTWO	3 KTWO	3	3
4	4	4	4	4	4 KTWO	4 KQLT-F>>	4 KQLT-F>>	KQLT-F>>	4	4

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KTRS-F>>	1 KTRS-F>>	1 KTRS-F>>	1 KTRS-F>>	1 KTRS-F>>	1 KTRS-F>>	1 KTRS-F>>	1 KTRS-F>>	1 KTRS-F>>	1 KTRS-F>>
2 -	2	2 KVOC >>	2 KQLT-F	2 KVOC	2	2	2	2 KTWO	2 KVOC
3	3	3	3 KVOC	3 KQLT-F>>	3	3	3	3 KVOC >>	KTWO >>
4	4	4	4	4	4	4	4	4	4

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP					46.4
AOR/CLASSIC		2 (1)	2 (1)	2.5	1.2
AC/OLDIES/SOFT ROCK					
MOR/VARIETY					
COUNTRY	25 (2)		25 (2)	30.9	38.1
BLACK/URBAN					
BEAUTIFUL/EASY		10 (1)	10 (1)	12.3	14.3
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL	1 (1)		1 (1)	1.2	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		43 (1)	43 (1)	53.1	
	26 (3)	55 (3)	81 (6)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KUYO	830	Evansville/Capr	1.1/3.7
KAZY-F	106.7	Denver	2.3/3.7

RADIO STATIONS

KTWO, 1030, 50 KW (DA-2)	, COUNTRY	ABC C, $ 17.00 (Katz)		Bob Price
KUYO, 830, 10 KW (DAYS)	, RELIGION	, $ 6.00 (---)	(EVANSTON)	---
KVOC, 1230, 1 KW	, COUNTRY	ABC I, $ 16.00 (Eastman)		Ray Ebert
KQLT-F, 103.7, 59 KW @ 1909, BTFL/EZ		, $ 14.00 (Mc-Guild)		Dan Roberts
KTRS-F, 95.5, 94 KW @ 1920, CHR		ABC C, $ 23.00 (Torbet)		Bill Hart

KAZY -- See Denver

MISCELLANEOUS COMMENTS: KTKL sold to Rivers for $375,000...KATI,KGRQ-F sold for $350,000...KATI subsequently donated to the University of Wyoming.

CEDAR RAPIDS

Arbitron Rank/Pop (12+): 192/137,700

MSA Rank/Pop: 232/168,200
ADI # 78 (w/ Waterloo & Dubuque)
Average Person Ratings: 16.0
Market TSL: 21.0 hours

Stations: 13/9
Diaries: 624/221:1/58.8%
Sample Target: 575
% Below Line: 0.9
% Not Listed: 13.6

1988 Revenue: $7,200,000
HH Inc.: $33,399
Retail $: 1.2 Bil
Pop per Station: 15,300
#1 Biller: WMT $1,800,000

12+ METRO		1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KHAK-AF	(C)	38/17.3	----	12.2	----	16.3	----	84/1002	452/29.3	20.8	24.4	127	15.6	36	396	
2. WMT	(MOR)	36/16.4	----	20.8	----	18.4	----	127/1379	354/25.7	28.3	31.6	41	14.3	37	351	
3. KRNA-F	(AOR)	25/11.4	----	12.2	----	9.2	----	65/891	306/22.2	19.1	18.8	96	15.9	41	360	
4. WMT -F	(AC)	24/10.9	----	12.7	----	10.0	----	37/562	334/24.3	26.1	25.9	177	12.0	31	278	
5. KQCR-F	(CHR)	19/ 8.6	----	7.7	----	13.8	----	38/639	331/24.0	24.0	33.4	107	12.4	32	374	
6. KOKZ-F	(CHR)	13/ 5.9	----	5.4	----	5.4	----	42/864	268/19.5	15.0	17.3	71	3.5	9	306	KOKZ-
7. KKRQ-F	(CHR)	11/ 5.0	----	4.5	----	5.0	----	64/783	222/16.1	13.7	19.2	134	4.3	11	214	KKRQ-F
8. KFMW-F	(CHR)	8/ 3.6	----	3.6	----	2.9	----	36/712	195/14.2	13.5	12.5	47	4.3	11	197	KFMW-F
9. KMRY	(BB)	6/ 2.7	----	4.5	----	4.6	----	7/112	90/ 6.5	7.1	9.4	63	4.7	12	124	KMRY
10. KCRG	(O)	5/ 2.3	----	4.1	----	4.2	----	9/308	142/10.3	14.1	16.3	148	2.7	7	124	KCRG

12+ FM SHARE (METRO): 74.74% (142 of 190) (SPG 88: 65.67%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KOKZ-F	1 KRNA-F>	1 KHAK-AF	1 KHAK-AF<	1 KHAK-AF	1 WMT >	1 WMT	1 KHAK-AF<	1 KHAK-AF>	1 WMT	1 WMT >>
2 KHAK-AF>	2 KQCR-F	2 KRNA-F<	2 WMT -F>	2 WMT -F>	2 KHAK-AF>	2 KHAK-AF>	2 WMT -F	2 KRNA-F<	2 KHAK-AF>	2 KHAK-F>
3 KQCR-F>	3 KHAK-AF	3 WMT -F	3 KRNA-F	3 KRNA-F	3 WMT -F>>	3 WMT -F>	3 KRNA-F	3 WMT -F	3 KOKZ-F	3 KRNA-F>>
4 KFMW-F	WMT -F	4 KQCR-F	4 KQCR-F	4 KQCR-F	4	4 KRNA-F	4 WMT	4 WMT	KRNA-F	4
KRNA-F	5 KKRQ-F	5	5	5	5	5 KQCR-F	5 KQCR-F>>	5	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQCR-F	1 KQCR-F	1 WMT -F	1 KHAK-AF	1 KHAK-AF	1 KRNA-F>>	1 KRNA-F>>	1 KRNA-F>	1 KRNA-F	1 KHAK-AF
2 KRNA-F>	2 WMT -F	2 KQCR-F	2 WMT -F	2 WMT -F>	2 KHAK-AF	2 KHAK-AF	2 WMT -F>	2 KHAK-AF>	2 WMT -F
3 KHAK-AF	3 KHAK-AF	3 KHAK-AF	3 KQCR-F>	3 KQCR-F>	KFMW-F	3 WMT -F	3 KHAK-AF	3 WMT -F>	3 KRNA-F>>
KOKZ-F	KRNA-F	KKRQ-F>	4 KRNA-F	4 KKRQ-F	4	KQCR-F	KQCR-F	4 KQCR-F	4
KFMW-F	KKRQ-F>>	5 KRNA-F>>	KKRQ-F>	5	5	5	5	5	5
KKRQ-F									

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		51 (4)	51 (4)	26.8	14.9
AOR/CLASSIC		25 (1)	25 (1)	13.2	13.4
AC/OLDIES/SOFT ROCK	5 (1)	24 (1)	29 (2)	15.3	26.9
MOR/VARIETY	37 (2)		37 (2)	19.5	23.9
COUNTRY		39 (2)	39 (2)	20.5	15.4
BLACK/URBAN					
BEAUTIFUL/EASY					
NEWS/TALK					
NOSTALGIA	6 (1)		6 (1)	3.2	5.0
RELIGION/GOSPEL		3 (1)	3 (1)	1.6	0.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	48 (4)	142 (9)	190 (13)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KTOP-F	104.5	Cedar Rapids	1.4/5.7
KOEL-F	92.3	Oelwein	0.5/3.3
WHO	1040	Des Moines	0.5/3.7

RADIO STATIONS

KCRG, 1600, 5 KW (DA-N), OLDIES	ABC I, $ 10.00 (K & P)			Bob Allen
KMRY, 1450, 1 KW (DA-1), NOSTALGIA	SMN, $ 11.00 (---)			Mike Dulaney
WMT , 600, 5 KW (DA-N), MOR	CBS, MBS, $ 38.00 (Katz)			Frosty Mitchell
KKAK-F, 98.1, 100 KW @ 485, COUNTRY	ABC E, $ 34.00 (Christal)			Mary Quass
KKRQ-F, 100.7, 100 KW @ 530, CHR	ABC C, $ 21.00 (K & P)	Ingstad	(IOWA CITY)	Steve Winkey
KQCR-F, 102.9, 100 KW @ 350, CHR	, $ 20.00 (HNWH)			Bill Clymer
KRNA-F, 93.9, 100 KW @ 590, AOR	UPI, $ 22.00 (Roslin)		(IOWA CITY)	Elliot Keller
KTOP-F, 104.5, 100 KW @ 550, RELIGION	, $ 9.00 (---)			Tim Calcara
WMT-F , 96.5, 100 KW @ 540, AC	ABC D, $ 25.00 (Katz)			Frosty Mitchell

OTHER RANKED STATIONS -- See Waterloo

MISCELLANEOUS COMMENTS: KCDR changes calls to KMRY (Nov.).

CHARLESTON, SC

Arbitron Rank/Pop (12+): 30/407,300
MSA Rank/Pop: 98/501,200
ADI # 110
Average Person Ratings: 18.2
Market TSL: 24.25 hours

Stations: 23/20
Diaries: 915/445:1/55.2%
Sample Target: 760
% Below Line: 4.0
% Not Listed: 11.6

1988 Revenue: $11,700,000
HH Inc.: $27,882
Retail $: 3.1 Bil
Pop per Station: 20,365
#1 Biller: WEZL-F $2,300,000

12+ METRO		1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WEZL-F	(C)	83/11.2	11.5	12.1	11.7	11.9	----	90/924	802/19.7	19.1	18.8	104	8.4	62	761	WEZL-F
2. WKQB-F	(CHR)	59/ 8.0	7.8	9.0	7.3	10.9	----	98/1267	797/19.6	22.3	23.9	65	12.4	91	1126	WKQB-F
3. WWWZ-F	(B)	58/ 7.8	9.5	7.4	8.8	9.7	----	58/766	709/17.4	19.6	18.4	99	11.5	85	905	WWWZ-F
4. WAVF-F	(AOR)	57/ 7.7	6.5	5.4	6.8	5.6	----	66/798	627/15.4	12.7	12.4	103	9.1	67	866	WAVF-F
5. WSSX-F	(CHR)	55/ 7.4	6.9	6.0	5.3	7.6	----	64/861	834/20.5	18.8	21.7	68	8.8	65	999	WSSX-F
6. WXTC-F	(O)	49/ 6.6	6.9	6.8	7.1	6.4	----	58/751	603/14.8	17.2	16.5	158	6.0	44	497	WXTC-F
7. WMGL-F	(B)	43/ 5.8	4.0	4.7	4.9	2.4	----	44/500	[illegible]/11.6	10.4	5.8	69	8.3	61	740	WMGL-F
8. WPAL	(B)	36/ 4.9	6.5	6.8	6.7	7.1	----	36/387	387/ 9.5	12.1	12.0	102	4.3	32	606	WPAL
WDXZ-F	(EZ)	36/ 4.9	4.5	3.8	7.1	6.4	----	36/467	442/10.9	[illegible]	10.1	106	2.4	18	319	WDXZ-F
10. WXLY-F	(O)	28/ 3.8	4.6	4.7	4.9	6.3	----	31/498	400/ 9.8	12.0	15.4	150	3.7	27	298	WXLY-F
11. WMCJ	(B)	20/ 2.7	1.0	3.4	1.7	2.2	----	21/137	128/ 3.1	3.7	2.7	74	2.4	18	216	WMCJ
12. WJYQ-F	(AC)	19/ 2.6	3.7	3.8	2.3	0.8	----	19/301	301/ 7.4	8.3	3.6	135	1.5	11	242	WJYQ-F
13. WWHT-F	(O)	18/ 2.4	1.0	2.8	2.3	----	----	18/305	299/ 7.3	9.6	0.0	167	1.9	14	281	WWHT-F
14. WXTC	(AC)	16/ 2.2	1.4	0.9	2.3	2.1	----	16/184	184/ 4.5	3.1	6.2	114	1.1	8	112	WXTC
15.																

12+ FM SHARE (METRO): 83.21% (545 of 655) (SPG 88: 79.17%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKQB-F>>	1 WAVF-F	1 WAVF-F	1 WXTC-F	1 WEZL-F	1 WEZL-F>>	1 WEZL-F>	1 WEZL-F>	1 WEZL-F	1 WMGL-F<	1 WWWZ-F<
2 WSSX-F	2 WWWZ-F	2 WWWZ-F<	2 WEZL-F	2 WXTC-F	2 WDXZ-F>	2 WWWZ-F	2 WXTC-F	2 WKQB-F	2 WKQB-F	2 WEZL-F
3 WWDM-F	3 WSSX-F	3 WXTC-F	3 WAVF-F	3 WAVF-F<	3 WPAL	3 WXTC-F	3 WAVF-F	3 WAVF-F	3 WSSX-F	3
4 WWWZ-F	4 WKQB-F	WEZL-F	4 WWWZ-F	4 WWWZ-F	4 WXTC-F	WKQB-F	4 WSSX-F	4 WSSX-F	4 WAVF-F	4
5 WMGL-F>>	5 WXTC-F	5 WSSX-F	5 WXLY-F	5	5	5 WAVF-F<	5 WWWZ-F	5 WWWZ-F	5 WWWZ-F<	5
6	6 WMGL-F	6	6	6	6	6 WSSX-F	6 WKQB-F	6	6 WEZL-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WSSX-F	1 WSSX-F	1 WXTC-F	1 WXTC-F	1 WXTC-F	1 WAVF-F>	1 WAVF-F>>	1 WAVF-F>>	1 WAVF-F>	1 WEZL-F<
2 WMGL-F>	2 WXTC-F	2 WWWZ-F>	WSSX-F<	WEZL-F	2 WKQB-F	2 WWWZ-F	2 WXLY-F	2 WEZL-F	2 WAVF-F
3 WWWZ-F	WWWZ-F	3 WSSX-F	3 WWWZ-F	3 WWWZ-F	3 WWWZ-F	WKQB-F>	3 WXTC-F	3 WWWZ-F	3 WXTC-F
WKQB-F	4 WMGL-F>	4 WMGL-F	4 WMGL-F	4 WPAL	4 WSSX-F	4 WSSX-F	WWWZ-F	4 WXTC-F	4 WXLY-F
5	5 WKQB-F	WKQB-F	WEZL-F	5 WSSX-F	5 WMGL-F	5	5 WKQB-F	WKQB-F	5
6	6	6	6 WKQB-F	WDXZ-F	WEZL-F	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		114 (2)	114 (2)	17.4	17.0
AOR/CLASSIC		67 (2)	67 (2)	10.2	6.2
AC/OLDIES/SOFT ROCK	16 (1)	114 (4)	130 (5)	19.8	18.3
MOR/VARIETY					
COUNTRY		96 (2)	96 (2)	14.7	16.0
BLACK/URBAN	56 (2)	115 (3)	171 (5)	26.1	30.8
BEAUTIFUL/EASY	6 (1)	36 (1)	42 (2)	6.4	4.3
NEWS/TALK	9 (2)		9 (2)	1.4	2.3
NOSTALGIA					
RELIGION/GOSPEL	23 (2)		23 (2)	3.5	5.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		3 (1)	3 (1)	0.5	
	110 (8)	545 (15)	655 (23)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WKCN	910	N. Charleston	0.7/3.0
WOKE	1340	Charleston	0.8/2.4
WQIZ	810	St. George	1.8/2.7
WTMA	1250	Charleston	0.5/1.7
WYBB-F	98.1	FollyBch/Charls	1.3/6.0
WZJY	1480	MtPlant/Charlst	1.3/2.9
WHLZ-F	92.5	Manning	1.8/3.5
WHTK-F	99.7	Pt. Royal	0.4/1.9
WWDM-F	101.3	Sumter	1.9/4.8

RADIO STATIONS

WKCN,	910,	500 W (DA-N)	, TALK	SUN,	$ 14.00 (Eastman)	Caravelle	Dick Yankus
WMCJ,	950,	500 W (DAYS)	, BLACK	,	$ 11.00 (Dora)	(MONKS CORNER)	Dorothy Mitchum
WPAL,	730,	1 KW/100 W	, BLACK	NBN, ABC D,	$ 18.00 (Roslin)		Juanita LaRoche
WQIZ,	810,	5 KW (DAYS)	, GOSPEL	SBN,	$ 12.00 (Republic)	(ST. GEORGE)	Steve Judy
WXTC,	1390,	5 KW (DA-N)	, OLDIES	ABC E,	$ 19.00 (Mc-Guild)		Bob Abernethy
WZJY,	1480,	1 KW (DAYS)	, GOSPEL	,	$ 10.00 (---)	(MT. PLEASANT)	---
WAVF-F,	96.1,	100 KW @ 580,	AOR	,	$ 34.00 (Christal)		Lawrence Thompso
WDXZ-F,	104.5,	28 KW @ 656,	EZ/JAZZ	CBS NBC,	$ 22.00 (Eastman)	Caravelle (MT PLEASANT)	Dick Yankus
WEZL-F,	103.5,	100 KW @ 700,	COUNTRY	MBS,	$ 60.00 (Banner)	John Price	Buddy Barton
WJYQ-F,	105.5,	2 KW @ 400,	SOFT AC	APR,	$ 20.00 (Torbet)		M. Cedar
WKQB-F,	107.5,	100 KW @ 1005,	CHR	,	$ 40.00 (Republic)	(ST. GEORGE)	Steve Judy
WMGL-F,	101.7,	1.3 KW @ 482,	BLACK	ABC C,	$ 21.00 (Roslin)	(RAVENAL)	Rich Glover
WSSX-F,	95.1,	100 KW @ 350,	CHR	,	$ 32.00 (Katz)	Faircom	Bob Ballantine
WWHT-F,	94.3,	1.5 KW @ 479,	OLDIES	MBS,	$ 22.00 (Christal)	Jones-Eastern	Bob Casey
WWWZ-F,	93.5,	1 KW @ 510,	BLACK	SBN,	$ 30.00 (HNWH)	(SUMMERVILLE)	Dean Mutter
WXLY-F,	102.5,	100 KW @ 550,	OLDIES	US 1,	$ 25.00 (Republic)	Bahakel	Walt Rosen
WXTC-F,	96.9,	100 KW @ 1750,	AC	RADRAD,	$ 48.00 (Mc-Guild)	Guild	Bob Abernethy
WYBB-F,	98.1,	50 KW @ 340,	AOR	,	$ 18.00 (Durpetti)	Martin (FOLLY BEACH)	Frank Baker

MISCELLANEOUS COMMENTS: WTMA changes from COUNTRY to TALK...WWHT-F changes from URBAN to OLDIES...WTMA sold by Faircom for $575,000.

CHARLESTON, WV

Arbitron Rank/Pop (12+): 145/221,600
MSA Rank/Pop: 166/261,700
ADI # 53 (w/Huntington)
Average Person Ratings: 17.0
Market TSL: 23.25 hours

Stations: 15/13
Diaries: 654/339:1/60.8%
Sample Target: 610
% Below Line: 1.6
% Not Listed: 11.9

1988 Revenue: $8,400,000
HH Inc.: $28,887
Retail $: 1.9 Bil
Pop per Station: 17,046
#1 Biller: WQBE-AF $1,700,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WQBE-F (C)	73/19.4	----	19.9	----	18.3	----	166/1459	670/30.2	24.9	26.1	118				WQBE-F
2. WVSR-F (CHR)	54/14.3	----	15.5	----	15.9	----	79/1148	731/33.0	26.6	29.4	76				WVSR-F
3. WKLC-F (AOR)	37/ 9.8	----	9.9	----	11.3	----	91/1126	454/20.3	20.4	21.0	91				WKLC-F
4. WVAF-F (AC)	33/ 8.8	----	16.1	----	13.6	----	47/717	458/20.7	27.1	29.8	107				WVAF-F
5. WBES-F (EZ)	25/ 6.6	----	----	----	----	----	25/190	185/ 8.3	0.0	0.0	23				WBES-F
6. WCAW (C)	23/ 6.1	----	7.5	----	8.7	----	24/365	292/13.2	14.0	15.9	97				WCAW
7. WVNS-F (AC)	22/ 5.8	----	4.7	----	11.0	----	37/476	245/11.1	10.2	14.8	171				WVNS-F
8. WLZT-F (AC)	20/ 5.3	----	2.5	----	2.0	----	34/426	264/11.9	10.4	6.4	168				WLZT-F
9. WCHS (MOR)	17/ 4.5	----	7.5	----	6.4	----	20/363	284/12.8	16.9	17.6	100				WCHS
10. WSCW (REL)	8/ 2.1	----	----	----	----	----	8/72	63/ 2.8	0.0	0.0	95				WSCW
WJYP-F (REL)	8/ 2.1	----	1.6	----	0.9	----	9/128	105/ 4.7	4.6	3.6	71				WJYP-F
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 83.73% (278 of 332) (SPG 88: 79.12%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WVSR-F>>	1 WVSR-F	1 WQBE-F<	1 WQBE-F>	1 WQBE-F>>	1 WQBE-F>>	1 WQBE-F>>	1 WQBE-F	1 WQBE-F	1 WVSR-F	1 WQBE-F>
2 WVAF-F>	2 WKLC-F>	2 WVSR-F	2 WVSR-F	2 WVSR-F	2 WBES-F	2 WVSR-F	2 WVSR-F>	2 WVSR-F	WQBE-F	2 WKLC-F>
3	3 WQBE-F	3 WKLC-F	3 WVNS-F	3 WVNS-F	3 WCAW	3 WVAF-F	3 WVAF-F	3 WKLC-F>	3 WKLC-F>>	3 WCHS >>
4	4 WVAF-F	4 WVAF-F	WVAF-F	4 WVAF-F	4 WVNS-F	4 WKLC-F	4 WKLC-F<	4 WVAF-F	4 WBES-F	4
5	5	5	5	5	WCHS	5	5 WBES-F	5 WBES-F	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WVSR-F>>	1 WVSR-F>>	1 WVSR-F>>	1 WVSR-F>	1 WQBE-F>	1 WKLC-F>>	1 WKLC-F>>	1 WQBE-F	1 WKLC-F	1 WQBE-F>>
2 WKLC-F>	2 WVAF-F	2 WVAF-F	2 WQBE-F>	2 WVSR-F>	2 WVSR-F	2 WQBE-F	WKLC-F>	2 WQBE-F>	2 WKLC-F>
3 WVAF-F>	3 WQBE-F	WLZT-F	3 WVAF-F	3 WVNS-F	3 WVAF-F>	3 WVSR-F>	3 WVSR-F>	3 WVAF-F	3 WVNS-F
4 WQBE-F>>	WKLC-F	4 WQBE-F>	4 WVNS-F	4 WVAF-F	4 WQBE-F>>	4 WVAF-F>>	4 WVAF-F	4 WVSR-F	WVAF-F
5	5 WLZT-F>	5 WKLC-F	5 WLZT-F	5 WLZT-F>>	5	5	5	5	WLZT-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		57 (2)	57 (2)	17.2	16.8
AOR/CLASSIC		37 (1)	37 (1)	11.1	10.8
AC/OLDIES/SOFT ROCK		75 (3)	75 (3)	22.6	24.9
MOR/VARIETY	17 (1)		17 (1)	5.1	8.1
COUNTRY	27 (2)	73 (1)	100 (3)	30.1	32.7
BLACK/URBAN					
BEAUTIFUL/EASY		25 (1)	25 (1)	7.5	2.0
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL	10 (2)	11 (2)	21 (4)	6.3	1.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					3.0
	54 (5)	278 (10)	332 (15)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WKAZ	1300	St. Albans	
WQBE	950	Charleston	1.1/4.4
WVKV	1080	Hurricane	0.5/1.4
WVSR	1240	Charleston	
WCIR	1070	Beckley	
WCIR-F	103.7	Beckley	0.8/2.6
WEMM-F	107.9	Huntington	0.8/3.9

RADIO STATIONS

WCAW, 680, 50 KW/250 W (DA-N), COUNTRY	NBC, MBS, $	20.00 (Banner)	Capitol-Johnson	---
WCHS, 580, 5 KW (DA-N) , MOR	CBS, $	21.00 (Torbet)		Jim Nesbit
WQBE, 950, 5 KW/1 KW (DA-N) , SEE WQBE-F				
WSCW, 1410, 5 KW (DAYS) , RELIGION	, $	10.00 (---)	CLW	Jamie Caldwell
WBES-F, 94.5, 3 KW @ 330, BTFL/EZ	, $	18.00 (K & P)	(DUNBAR)	Mort Victorson
WKLC-F, 105.1, 3 KW @ 1665, AOR	SOURCE, ABC R, $	24.00 (HNWH)	Martin	---
WLZT-F, 107.3, 23 KW @ 640, AC	, $	20.00 (---)	(MIAMI)	Richard Findley
WQBE-F, 97.5, 50 KW @ 500, COUNTRY	ABC I, $	42.00 (Mc-Guild)	Nininger	Bob Turley
WVAF-F, 99.9, 50 KW @ 490, AC	ABC F, $	37.00 (Banner)	Capitol-Johnson	---
WVNS-F, 96.1, 50 KW @ 360, SOFT AC	ABC D, $	23.00 (Torbet)		Jim Nesbit
WVSR-F, 102.7, 50 KW @ 420, CHR	[illegible] 1, $	36.00 (Katz)	Ardman	Jack Alix

MISCELLANEOUS COMMENTS: WTIP changes calls to WVSR (Dec. 88)...WVSR changes to CHR...

CHARLOTTE

Arbitron Rank/Pop (12+): 41/909,600
MSA Rank/Pop. 44/1,092,800
ADI # 31
Average Person Ratings: 17.2
Market TSL: 22.50 hours

Stations: 26/19
Diaries: 1162/783:1/48.4%
Sample Target: 1130
% Below Line: 3.7
% Not Listed: 11.9

1988 Revenue: $30,400,000
HH Inc.: $31,563
Retail $: 8.0 Bil
Pop per Station: 47,873
#1 Biller: WSOC-AF $5,200,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WSOC-F (C)	225/14.4	12.7	15.6	14.7	13.7	14.4	344/3568	2037/22.4	26.6	26.7	89	14.5	269	2230	WSOC-F
2. WPEG-F (B)	166/10.6	10.7	9.9	9.4	8.3	10.1	193/1871	1582/17.4	16.1	17.1	116	13.2	244	2175	WPEG-F
3. WCKZ-AF (CHR)	133/ 8.5	8.3	8.5	9.4	9.9	8.7	214/2734	1782/19.6	17.4	18.7	76	8.9	163	1791	WCKZ-AF
4. WRFX-F (AOR)	113/ 7.2	7.3	6.9	7.6	8.6	7.3	160/2007	1360/15.0	13.4	16.0	131	8.4	155	1801	WRFX-F
WMXC-F (AC)	113/ 7.2	5.7	4.6	6.0	6.2	5.9	152/2355	1477/16.2	12.9	13.7	132	4.4	82	1088	WMXC-F
WBT (MOR)	113/ 7.2	5.8	6.0	5.1	6.7	6.0	130/1760	1424/15.7	16.4	13.5	65	3.5	65	968	WBT
7. WLVK-F (C)	83/ 5.3	6.1	5.6	7.5	5.9	6.1	169/2205	1154/12.7	13.1	12.7	121	8.1	150	1186	WLVK-F
WEZC-F (EZ)	83/ 5.3	5.8	5.7	4.4	3.[illegible]	5.3	131/1384	832/ 9.1	11.0	8.0	77	4.9	90	1114	WEZC-F
9. WROQ-F (CHR)	77/ 4.9	5.3	4.7	6.0	5.2	5.2	169/2499	1190/13.1	16.2	12.8	94	8.2	151	1323	WROQ-F
10. WBCY-F (CHR)	59/ 3.8	5.0	4.7	4.8	5.9	4.6	150/2498	1281/14.1	16.4	15.0	58	3.4	63	1317	WBCY-F
11. WWMG-F (AC)	57/ 3.6	3.9	4.8	4.7	5.8	4.3	103/1673	997/11.0	11.3	10.3	164	3.1	58	918	WWMG-F
12. WRDX-F (AC)	21/ 1.3	1.1	1.3	0.8	0.4	1.1	34/479	281/ 3.1	4.0	2.1	169	0.6	12	226	WRDX-F
13. WGIV (B)	20/ 1.3	0.9	1.4	1.0	1.4	1.1	20/322	316/ 3.5	3.8	3.8	123	0.9	17	328	WGIV
14.															

15. 12+ FM SHARE (METRO): 86.19% (1186 of 1376) (SPG 88: 85.51%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WCKZ-AF>>	1 WPEG-F	1 WPEG-F<	1 WSOC-F<	1 WSOC-F<	1 WSOC-F>	1 WSOC-F>	1 WSOC-F>	1 WSOC-F>	1 WPEG-F	1 WPEG-F
2 WPEG-F	2 WRFX-F	2 WSOC-F	2 WPEG-F	2 WPEG-F	2 WBT >	2 WRFX-F<	2 WMXC-F	2 WCKZ-AF	2 WCKZ-AF	2 WLVK-F
3 WROQ-F	3 WCKZ-AF	3 WRFX-F	3 WRFX-F<	3 WMXC-F<	3 WEZC-F>	3 WBT	3 WRFX-F	WPEG-F>	3 WBT	3 WSOC >
4 WBCY-F>	4 WSOC-F<	4 WMXC-F	4 WMXC-F>	4 WRFX-F>	4 WLVK-F<	4 WMXC-F	4 WEZC-F	4 WRFX-F	4 WSOC-F>	4 WBT <
5 WSOC-F>>	5 WMXC-F	5 WCKZ-AF>	5 WCKZ-AF<	5 WCKZ-AF<	5 WMXC-F	5 WPEG-F	5 WPEG-F<	WMXC-F	5 WROQ-F	5 WCKZ-F
6	6 WROQ-F	6 WLVK-F	6 WWMG-F	6 WLVK-F	6 WPEG-F	6	6 WCKZ-AF	6 WBT	6 WLVK-F	6 WLON
7	7	7 WROQ-F<	7 WLVK-F	7 WWMG-F	7	7	7	7	7 WRFX-F	7
8	8	8 WWMG-F	8	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPEG-F	1 WPEG-F	1 WPEG-F	1 WPEG-F	1 WMXC-F	1 WCKZ-AF	1 WRFX-F	1 WRFX-F	1 WRFX-F	1 WSOC-F<
2 WCKZ-AF	2 WCKZ-AF	2 WMXC-F	2 WMXC-F	2 WSOC-F<	WROQ-F	2 WPEG-F>	2 WPEG-F>	2 WSOC-F	2 WRFX-F<
3 WSOC-F	3 WMXC-F>	3 WCKZ-AF>	3 WSOC-F	3 WPEG-F>	3 WRFX-F	3 WROQ-F<	3 WSOC-F	3 WPEG-F>	3 WPEG-F>>
4 WRFX-F	4 WSOC-F	4 WWMG-F	4 WCKZ-AF	4 WCKZ-AF	WPEG-F	4 WSOC-F	4 WROQ-F>	4 WROQ-F	4 WROQ-F<
5 WMXC-F	5 WRFX-F	WSOC-F	5 WRFX-F	5 WWMG-F<	5 WSOC-F>	5 WCKZ-AF	5 WMXC-F	5 WCKZ-AF	5 WMXC-F<
6 WBCY-F	6 WBCY-F	6 WRFX-F	6 WLVK-F	6 WLVK-F	6 WBCY-F>	6 WMXC-F	6 WCKZ-AF	6 WMXC-F	6 WLVK-F
7 WLVK-F	7 WLVK-F	7 WLVK-F	7 WWMG-F	7 WRFX-F	7 WMXC-F	7	7	7 WLVK-F	7
8	8 WWMG-F	WBCY-F	8	8 WEZC-F	8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		279 (4)	279 (4)	20.3	12.5
AOR/CLASSIC		131 (3)	131 (3)	9.5	10.8
AC/OLDIES/SOFT ROCK		191 (3)	191 (3)	13.9	14.0
MOR/VARIETY	125 (3)		125 (3)	9.1	8.1
COUNTRY	9 (1)	315 (3)	324 (4)	23.5	23.1
BLACK/URBAN	20 (1)	174 (2)	194 (3)	14.1	22.2
BEAUTIFUL/EASY		83 (1)	83 (1)	6.0	4.4
NEWS/TALK					
NOSTALGIA	12 (1)		12 (1)	0.9	
RELIGION/GOSPEL	24 (3)	13 (1)	37 (4)	2.7	4.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.4
	190 (9)	1186 (17)	1376 (26)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAES	610	Charlotte	0.8/2.1
WAME	1480	Charlotte	0.4/1.5
WGSP	1310	Charlotte	1.0/1.7
WLON	1050	Lincolnton	0.3/1.2
WSOC	930	Charlotte	0.6/3.1
WSTP	1490	Salisbury	0.4/1.0
WPGW	1010	Black Mountain	0.1/0.0
WFMX-F	105.7	Statesville	0.4/1.2
WKRR-F	92.3	Asheboro/Grnsbr	0.5/1.5
WKSI-F	98.7	Greensboro/W-S	0.6/1.5
WMIT-F	106.9	Black Mountain	0.8/3.5
WWDM-F	101.3	Sumter	0.5/1.4
WXRC-F	95.7	Hickory	0.6/2.6

RADIO STATIONS

WBT , 1110, 50 KW (DA-N)	, MOR	MBS, NBC, $	78.00 (Banner)	Jeff-Pilot		Tony Renaud
WGIV, 1600, 1 KW (DA-2)	, BLACK	NBN, $	25.00 (HNWH)	Broadcasting Partners		Chester Williams
WBCY-F, 107.9, 97 KW @ 1962	, CHR	, $	55.00 (Banner)	Jeff-Pilot		Tony Renaud
WCKZ-F, 101.9, 100 KW @ 1000	, CHR/URBAN	US 2, $	45.00 (Durpetti)	Beasley		Dave Chandler
WEZK-F, 102.9, 100 KW @ 1545	, BTFL/EZ	, $	42.00 (CBS)	Keymarket	(HICKORY)	Patrick Foy
WLVK-F, 96.9 100 KW @ 1554	, COUNTRY	ABC E, $	58.00 (Republic)	Capitol-Johnson	(STATESVILLE)	Mike Buxser
WMXV-F, 104.7, 100 KW @ 1230	, AC	, $	95.00 (MMR)	EZ		Jake Gurley
WPEG-F, 97.9, 50 KW @ 400	, BLACK	RADRAD, $	64.00 (HNWH)	Broadcasting Part.	(CONCORD)	Chester Williams
WRFX-F, 99.7, 100 KW @ 1044	, AOR	, $	80.00 (Mc-Guild)	Pyramid	(KANNAPOLIS)	Peter Handy
WROQ-F, 95.1, 100 KW @ 1000	, CHR	US 1, $	50.00 (Republic)			---
WSOC-F, 103.7, 100 KW @ 1003	, AC	, $	106.00 (Christal)	Cox		Gregg Lindner
WWMG-F, 96.1, 100 KW @ 1738	, AC/OLDIES	, $	51.00 (Eastman)	Voyager	(SHELBY)	Tom Hunt
W[illegible]C-F, 95.7, 100 K2 @ 1276	, AOR	ABC R, $	25.00 (---)		(HICKORY)	Jerry Oakley

MISCELLANEOUS COMMENTS: WRKX changes calls to WEZC (March)...WEZC changes to WMXC (March)...
WLVK-F (Statesville) sold by Capitol (Johnson) to Trumper for $8,000,000 (Blackburn).

CHATTANOOGA

Arbitron Rank/Pop (12+): 96/357,300

MSA Rank/Pop: 110/427,200
ADI # 84
Average Person Ratings: 17.0
Market TSL: 22.75 hours

Stations: 15/15
Diaries: 879/406:1/54.1%
Sample Target: 760
% Below Line: 0.0
% Not Listed: 13.1

1988 Revenue: $11,900,000
HH Inc.: $27,241
Retail $: 3.2 Bil
Pop per Station: 23,820
#1 Biller: WSKZ-F $2,400,000

12+ METRO		1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WSKZ-F	(CHR)	117/19.2	15.0	17.9	20.0	18.4	18.0	209/2181	1088/30.5	31.9	33.4	67	22.5	144	1390	WSKZ-F
2. WUSY-F	(C)	77/12.6	12.9	14.0	10.6	13.5	12.5	161/1762	880/24.6	21.3	23.0	125	11.1	71	826	WUSY-F
3. WLMX-F	(AC)	64/10.5	12.4	8.6	7.9	7.6	9.9	73/873	772/21.6	19.8	19.1	150	9.5	61	650	WLMX-F
4. WDEF-F	(EZ)	63/10.3	12.9	13.4	10.4	10.8	11.8	75/939	742/20.8	21.6	20.8	78	8.0	51	682	WDEF-F
5. WDOD-F	(C)	57/ 9.4	8.5	7.8	9.2	10.3	8.7	81/1201	677/18.9	17.4	18.1	120	8.1	52	606	WDOD-F
6. WJTT-F	(B)	48/ 7.9	8.2	8.8	9.4	8.4	8.6	50/405	386/10.8	12.7	11.4	94	10.5	67	627	WJTT-F
7. WDEF	(MOR)	23/ 3.8	4.4	3.1	4.1	4.2	3.8	24/327	304/ 8.5	9.9	9.4	39	3.8	24	285	WDEF
8. WSGC-F	(O)	22/ 3.6	0.7	----	----	----	1.1	30/383	303/ 8.5	0.0	0.0	150	3.6	23	412	WSGC-F
9. WNOO	(B)	21/ 3.4	3.1	3.9	4.7	4.2	3.8	22/267	246/ 6.9	6.4	6.8	106	3.6	23	294	WNOO
10. WDOD	(C)	14/ 2.3	2.2	1.8	3.5	2.0	2.5	14/286	225/ 6.3	5.5	7.1	52	1.4	9	251	WDOD
11. WYVY-F	(B)	7/ 1.1	2.7	2.1	3.3	5.1	2.3	7/196	191/ 5.3	8.3	11.5	136	1.3	8	231	WYVY-F
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 86.01% (455 of 529) (SPG 88: 83.62%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WSKZ-F>>	1 WSKZ-F>>	1 WSKZ-F>	1 WLMX-F	1 WUSY-F	1 WDEF-F	1 WDEF-F	1 WSKZ-F<	1 WSKZ-F>	1 WSKZ-F>>	1 WSKZ-F>
2	2 WLMX-F	2 WLMX-F	2 WUSY-F	WLMX-F	2 WUSY-F>	2 WSKZ-F	2 WLMX-F	2 WUSY-F	2 WJTT-F	2 WUSY-F
3	WJTT-F	3 WUSY-F	3 WSKZ-F	3 WSKZ-F	3 WDOD-F	3 WUSY-F	3 WUSY-F	3 WLMX-F	3 WUSY-F>	3 WJTT-F<
4	4 WUSY-F	4 WJTT-F<	4 WDOD-F	4 WDOD-F>	4 WLMX-F	4 WLMX-F<	4 WDOD-F<	4 WDOD-F	4 WDOD-F	4 WDOD-F
5	5 WDOD-F>	5 WDOD-F	5 WJTT-F	5 WDEF-F	5 WDEF	5 WDOD-F	5 WDEF-F	5 WDEF-F<	5 WDEF-F	5 WDEF-F>>
6	6 WSGC-F	6	6	6 WJTT-F	6	6	6	6 WJTT-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WSKZ-F>>	1 WSKZ-F>	1 WUSY-F	1 WSKZ-F	1 WUSY-F	1 WSKZ-F>>	1 WSKZ-F>>	1 WSKZ-F>	1 WSKZ-F>	1 WUSY-F
2 WJTT-F>>	2 WJTT-F	WLMX-F	2 WLMX-F	WLMX-F	2 WJTT-F>	2 WDOD-F	2 WDOD-F	2 WLMX-F	WLMX-F
3 WLMX-F>	3 WLMX-F<	3 WSKZ-F	3 WUSY-F	3 WSKZ-F	3 WLMX-F	3 WLMX-F	3 WLMX-F>	3 WDOD-F<	3 WDOD-F
4 WUSY-F	4 WUSY-F>>	WJTT-F>	WJTT-F>	4 WDEF-F	WDOD-F>	4 WJTT-F	4 WUSY-F	4 WUSY-F>	4 WSKZ-F>
5	5 WSGC-F	5 WDEF-F	5 WDEF-F	5 WJTT-F	5 WUSY-F	5 WUSY-F	WSGC-F	5 WSGC-F	5 WSGC-F
6	WDOD-F	6	6 WDOD-F	6 WDOD-F>>	WSGC-F	WSGC-F>>	6 WJTT-F>>	6 WJTT-F	6
	WDEF-F>>								

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		117 (1)	117 (1)	22.1	20.8
AOR/CLASSIC					
AC/OLDIES/SOFT ROCK		86 (2)	86 (2)	16.3	16.0
MOR/VARIETY	23 (1)		23 (1)	4.3	4.8
COUNTRY	16 (2)	134 (2)	150 (4)	28.4	29.7
BLACK/URBAN	21 (1)	55 (2)	76 (3)	14.4	14.3
BEAUTIFUL/EASY		63 (1)	63 (1)	11.9	12.2
NEWS/TALK	4 (1)		4 (1)	0.8	
NOSTALGIA					
RELIGION/GOSPEL	10 (2)		10 (2)	1.9	1.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					1.1
	74 (7)	455 (8)	529 (15)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEPG	910	S Pittsburg	0.3/1.3
WFLI	1070	Lookout Mountn	1.0/5.0
WGOW	1150	Chattanooga	0.7/5.9
WLMX	980	Rossville/Chtng	
WMOC	1450	Chattanooga	0.7/1.9

RADIO STATIONS

WDEF, 1370, 5 KW (DA-N), MOR	CBS, NBC, $	30.00 (Katz)	Park	James Fuquay
WDOD, 1310, 5 KW (DA-N), COUNTRY	ABC E, $	20.00 (Banner)	Bahakel	Zollie Cantrell
WFLI, 1070, 50 KW/1 KW (DA-2), RELIGION	ABC I, $	12.00 (---)		Ying Hua Benns
WGOW, 1150, 5 KW/1 KW (DA-N), TALK	SUN, $	20.00 (Christal)	Bloomington	Don Newberg
WNOO, 1260, 5 KW (DAYS), BLACK	SBN, $	15.00 (Eastman)		John Rhea
WDEF-F, 92.3, 97 KW @ 895, BTFL/EZ	ABC D, $	35.00 (Katz)	Park	James Fuquay
WDOD-F, 96.5, 100 KW @ 1080, COUNTRY	ABC E, $	40.00 (Banner)	Bahakel	Zollie Cantrell
WJTT-F, 94.3, 3 KW @ 300, BLACK	RADRAD, $	22.00 (HNWH)		Johnny Eagle
WLMX-F, 105.5, 3 KW @ 270, AC	, $	44.00 (Republic)	(ROSSVILLE, GA)	Paul Fink
WSGC-F, 101.9, 3 KW @ 650, OLDIES	, $	N/A (---)	(RINGOLD, GA)	---
WSKZ-F, 106.5, 100 KW @ 1076, CHR	, $	57.00 (Christal)	Bloomington	Don Nerberg
WUSY-F, 100.7, 100 KW @ 500, COUNTRY	MBS, $	52.00 (Mc-Guild)	Colonial	Sammy George
WYVY-F, 102.3, 3 KW @ 287, BLACK	NBC, $	16.00 (Eastman)		John Rhea

MISCELLANEOUS COMMENTS: WNOO, WYVY-F sold for $2,000,000 (Sailors)...

CHICAGO

Arbitron Rank/Pop (12+): 3/6,704,600
Stations: 39/39
Diaries: 3295/2035:1/50.1%
Sample Target: 3120
% Below Line: 0.0
% Not Listed: 11.2
1988 Revenue: $207,500,000
HH Inc.: $38,507
Retail $: 56.3 Bil
Pop per Station: 171,912
#1 Biller: WGN $33,300,000
MSA Rank/Pop: 3/8,150,000
ADI # 3
Average Person Ratings: 19.0
Market TSL: 24.45 hours

12+ METRO		1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WGN	(T)	1157/ 9.1	9.5	8.6	10.0	9.0	9.3	1389/17053	13315/19.9	21.2	19.8	68	8.6	1055	10913	WGN
2. WGCI-F	(B)	787/ 6.2	7.4	6.7	7.7	9.2	7.0	798/9119	8968/13.4	14.3	15.5	94	11.3	1384	12028	WGCI-F
3. WBBM	(N)	680/ 5.3	4.8	6.0	5.4	5.7	5.4	726/14849	13158/19.6	18.8	18.0	77	4.7	571	8323	WBBM
4. WLUP-F	(AOR)	609/ 4.8	4.8	4.3	4.5	5.0	4.6	623/9177	8788/13.1	13.3	13.2	119	5.3	649	8212	WLUP-F
5. WVAZ-F	(B)	597/ 4.7	6.0	4.2	3.9	3.0	4.7	605/7118	6928/10.3	11.3	10.4	138	5.8	707	6182	WVAZ-F
6. WXEZ-AF	(EZ)	567/ 4.5	5.2	6.1	5.3	5.2	5.3	579/7463	7137/10.6	12.5	0.0	69	2.7	318	3647	WXEZ-AF
7. WYTZ-F	(CHR)	560/ 4.4	3.6	4.0	4.0	3.5	4.0	582/10002	9474/14.1	14.3	12.3	50	5.1	624	10779	WYTZ-F
8. WBBM-F	(CHR)	520/ 4.1	3.8	3.2	3.2	3.7	3.6	530/10554	10140/15.1	15.3	14.9	61	5.1	629	10586	WBBM-F
9. WCKG-F	(AOR)	516/ 4.1	4.0	4.3	3.8	4.4	4.1	552/8426	7784/11.6	12.3	11.6	112	4.6	565	7666	WCKG-F
10. WKQX-F	(AC)	510/ 4.0	3.1	4.1	3.1	3.0	3.6	523/9210	9013/13.4	13.8	10.8	127	3.5	426	6526	WKQX-F
11. WLIT-F	(AC)	384/ 3.0	3.6	3.2	3.1	4.1	3.2	398/5182	4929/ 7.4	10.5	10.0	140	2.0	240	2706	WLIT-F
12. WJJD	(BB)	383/ 3.0	2.7	2.3	1.9	2.7	2.5	407/4731	4409/ 6.6	5.1	5.6	37	2.0	240	2316	WJJD
13. WJMK-F	(AC)	361/ 2.8	3.4	4.2	3.7	3.7	3.5	404/7746	6961/10.4	13.8	10.8	150	2.5	302	5463	WJMK-F
14. WXRT-F	(AOR)	343/ 2.7	2.7	2.4	2.3	2.5	2.5	351/4519	4349/ 6.5	6.4	6.1	141	3.7	457	4699	WXRT-F
15. WUSN-F	(C)	342/ 2.7	3.4	3.0	2.4	2.8	2.9	371/5243	4915/ 7.3	8.0	6.9	122	3.6	441	4230	WUSN-F
16. WTMX-F	(AC)	325/ 2.6	2.7	3.0	2.7	3.4	2.8	337/5733	5499/ 8.2	10.2	9.5	150	1.8	223	3221	WTMX-F
17. WLUP	(N/T)	317/ 2.5	3.1	2.8	2.9	2.3	2.8	337/5999	5488/ 8.2	6.3	6.1	120	3.3	402	4809	WLUP
18. WNUA-F	(J/NA)	289/ 2.3	1.3	2.5	2.1	1.8	2.0	299/4986	4736/ 7.1	6.2	5.7	152	2.0	247	3934	WNUA-F
19. WFYR-F	(O)	257/ 2.0	1.9	1.8	2.4	2.1	2.0	259/5899	5700/ 8.5	8.9	8.9	145	2.4	298	4787	WFYR-F
20. WMAQ	(N/T)	224/ 1.8	1.6	1.4	1.7	1.6	1.6	263/6784	5663/ 8.4	6.6	7.6	72	1.1	138	3688	WMAQ
21. WOJO-F	(SP)	221/ 1.7	1.6	1.2	1.3	1.4	1.5	221/2210	2210/ 3.3	3.1	3.0	112	1.1	131	2052	WOJO-F
22. WLS	(AC)	205/ 1.6	1.6	1.6	1.9	1.7	1.7	318/6052	3791/ 5.7	5.5	5.4	125	1.1	138	2967	WLS
23. WFMT-F	(CL)	184/ 1.4	1.2	1.3	1.2	0.8	1.3	191/3656	3471/ 5.2	4.7	3.4	100	1.2	145	3004	WFMT-F
24. WNIB-F	(CL)	148/ 1.2	1.3	1.4	1.3	0.9	1.3	150/3288	3238/ 4.8	4.1	3.0	67	0.6	75	1720	WNIB-F
25. WIND	(SP)	122/ 1.0	0.5	0.8	0.7	1.1	0.8	131/1644	1522/ 2.3	2.0	2.0	110	1.1	135	1533	WIND

12+ FM SHARE (METRO): 64.23% (7254 of 11293) (SPG 88: 70.14%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYTZ-F>	1 WLUP-F	1 WLUP-F	1 WVAZ-F	1 WVAZ-F	1 WGN >	1 WGN >	1 WGN	1 WGCI-F	1 WGCI-F	1 WGN >>
2 WBBM-F<	2 WCKG-F	2 WGCI-F<	2 WLUP-F<	2 WGN	2 WBBM	2 WBBM	2 WXEZ-AF	2 WGN	2 WGN	2 WGCI-F
3 WGCI-F>>	3 WGCI-F>	3 WVAZ-F	3 WGCI-F	3 WGCI-F<	3 WXEZ-AF>	3 WLUP-F>	3 WVAZ-F	3 WLUP <	3 WYTZ-F	3 WBBM >>
4	4 WVAZ-F<	4 WCKG-F	4 WKQX-F	4 WLUP-F	4 WJJD	4 WGCI-F	WLUP-F	4 WYTZ-F<	4 WVAZ-F	4 WVAZ-F>>
5	5 WBBM-F<	5 WKQX-F	5 WGN	5 WKQX-F	5 WVAZ-F	5 WKQX-F	WCKG-F	5 WCKG-F	5 WBBM-F	5 WXEZ-F>>
6	6 WXRT-F	6 WBBM-F<	WCKG-F	6 WCKG-F	6 WGCI-F	6 WYTZ-F	6 WGCI-F<	6 WXEZ-AF	6 WBBM >	6 WLUP-F>>
7	7 WKQX-F<	7 WXRT-F	7 WJMK-F<	7 WLIT-F	7 WUSN-F	WBBM-F	7 WKQX-F<	7 WLUP-F	7 WCKG-F	7 WMAQ
8	8 WYTZ-F	WGN	8 WLIT-F	WJMK-F<	WLIT-F	8 WVAZ-F	8 WLIT-F	WBBM-F	8 WKQX-F	8 WJJD
9	9 WLUP	9 WLIT-F<	9 WXRT-F<	9 WBBM	WKQX-F<	WJJD	9 WBBM <	WBBM	9 WXEZ-AF	9 WCKG-F
10	10 WTMX-F	10 WYTZ-F	10 WTMX-F	10 WTMX-F	10 WJMK-F	10 WXEZ-AF	10 WTMX-F	10 WVAZ-F	WLUP-F	WBBM-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WGCI-F	1 WGCI-F	1 WVAZ-F	1 WVAZ-F	1 WVAZ-F
2 WBBM-F	2 WVAZ-F	2 WLUP-F	2 WGCI-F	2 WKQX-F<
3 WYTZ-F	3 WLUP-F	WGCI-F	3 WKQX-F	3 WGN <
WVAZ-F<	4 WKQX-F	4 WKQX-F	4 WLUP-F	4 WGCI-F
5 WLUP-F	5 WBBM-F<	5 WTMX-F	5 WLIT-F<	5 WLUP-F<
6 WKQX-F	6 WYTZ-F	6 WYTZ-F<	6 WBBM-F<	6 WLIT-F
7 WCKG-F>	7 WCKG-F	7 WXRT-F	7 WTMX-F<	7 WTMX-F
8 WLIT-F	8 WTMX-F	WLIT-F	8 WYTZ-F	8 WXEZ-AF
9 WYLL-F	9 WLIT-F	9 WFYR-F	9 WGN	9 WJMK-F
10 WTMX-F	10 WXRT-F	WCKG-F	10 WCKG-F	10 WUSN-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLUP-F	1 WCKG-F<	1 WCKG-F	1 WLUP-F<	1 WCKG-F<
2 WCKG-F>	2 WLUP-F>	2 WLUP-F	2 WCKG-F	2 WLUP-F<
3 WGCI-F<	3 WGCI-F<	3 WXRT-F	3 WGCI-F	3 WGN
4 WYTZ-F<	4 WXRT-F	4 WGCI-F	4 WXRT-F	4 WXRT-F
5 WLUP	5 WLUP	5 WLUP	5 WLUP <	WGCI-F<
WBBM-F>	6 WBBM-F>	6 WNUA-F	6 WVAZ-F	6 WVAZ-F
7 WXRT-F>	7 WYTZ-F	7 WVAZ-F	7 WGN	7 WBBM
8 WOJO-F	8 WVAZ-F<	8 WTMX-F	8 WKQX-F	8 WJMK-F
9 WKQX-F>	9 WNUA-F	9 WLIT-F	WJMK-F	9 WLUP
10 WVAZ-F	10 WKQX-F	WBBM-F	WBBM-F	10 WKQX-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		1164 (4)	1164 (4)	10.3	10.8
AOR/CLASSIC		1468 (3)	1468 (3)	13.0	13.0
AC/OLDIES/SOFT ROCK	205 (1)	1893 (6)	2098 (7)	18.6	19.4
MOR/VARIETY	55 (1)		55 (1)	0.5	10.3
COUNTRY		342 (1)	342 (1)	3.0	3.7
BLACK/URBAN	209 (3)	1427 (3)	1636 (6)	14.5	17.3
BEAUTIFUL/EASY	567 (1)		567 (2)	5.0	5.9
NEWS/TALK	2378 (4)		2378 (4)	21.1	10.1
NOSTALGIA	383 (1)	35 (1)	418 (2)	3.7	2.9
RELIGION/GOSPEL		44 (1)	44 (1)	0.4	0.4
SPANISH	202 (2)	221 (1)	423 (3)	3.7	2.9
CLASSICAL		332 (2)	332 (2)	2.9	2.8
JAZZ/NEW AGE		289 (1)	289 (1)	2.6	
UNKNOWN/OTHERS	40 (1)	39 (1)	79 (2)	0.7	0.4
	4039 (14)	7254 (25)	11293 (39)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBUS-F	99.9	KANKAKEE	0.4/1.3
WGCI	1390	CHICAGO	0.6/2.6
WJKL-F	94.3	ELGIN	0.3/1.2
WJOB	1230	HAMMOND	0.4/0.9
WJOL	1340	JOLIET	0.3/0.5
WJPC	950	CHICAGO	0.2/1.0
WJZQ-F	95.1	KENOSHA	0.3/1.4
WLNR-F	106.3	LANSING/CHICAGO	0.3/1.9
WTAQ	1300	LA GRANGE	0.6/1.4
WVON	1450	CHICAGO	0.9/1.4
WYCA-F	92.3	HAMMOND	0.3/1.3
WYLL-F	106.7	DES PLAINES/CHI	0.3/1.1
WYSY-F	107.9	AURORA	0.4/1.8

RADIO STATIONS

WBBM	780	50 KW	NEWS	CBS	$ 235.00 (CBS)	CBS	Wayne Jefferson
WGCI	1390	5 KW (DA-2)	BLACK		$ N/A (Mc-Guild)	Gannett	Marv Dyson
WGN	720	50 KW	TALK/VARIETY	ABC 1	$ 300.00 (Christal)	Tribune Co.	Dan Fabian
WIND	560	5 KW (DA-2)	HISPANIC		$ 75.00 (Katz Hisp)	Tichenor	Chuck Brooks
WJJD	1160	50 KW/4 KW (DA-2)	NOSTALGIA	US 2	$ 125.00 (Katz)	Infinity	Harvey Pearlman
WJPC	950	1 KW/5 KW (DA-N)	BLACK	NBN	$ 45.00 (---)		Linda Johnson-Rice
WLS	890	50 KW	AC/TALK	ABC C	$ 105.00 (Banner)		Tom Tradup
WLUP	1000	50 KW (DA-2)	TALK/AOR		$ 115.00 (MMR)	Evergreen	Larry Wert
WMAQ	670	50 KW	NEWS	NBC APR	$ 125.00 (Group W)	Westinghouse	---
WSBC	1240	1 KW	REL./ETHNIC		25.00 (---)		Roy Bellavia
WVON	1450	1 KW	BLACK TALK	MBS	$ 50.00 (Roslin)		Hoyett Owens
WXEZ	820	5 KW/1 KW (DA-N)	BTFL/EZ	MBS	$ N/A (Republic)	Century	Jim Haviland

FM STATIONS

WBBM	96.3	6.2 KW @ 1174	CHR	RADRAD	$ 140.00 (CBS)	CBS	Tom Matheson
WCKG	105.9	4.2 KW @ 1575	CLASSIC AOR		$ 150.00 (Katz)	Cox	Marc Morgan
WFMT	98.7	16 KW @ 1167	CLASSICAL		$ 120.00 (HNWH)		Roy Nordstrand
WFYRM	103.5	4 KW @ 1548	OLDIES		$ 124.00 (Republic)	Summit	Kelly Seaton
WGCI	107.5	33 KW @ 600	BLACK		$ 200.00 (Mc-Guild)	Gannett	Marv Dyson
WJMK	104.3	4 KW @ 1575	OLDIES	US 2	$ 170.00 (Katz)	Infinity	Harvey Pearlman
WKQX	101.1	6 KW @ 1170	AC/CONTEMPORARY	SOURCE	$ 165.00 (HNWH)	Emmis	Chuck Hillier
WLIT	93.9	5 KW @ 1581	SOFT AC		$ 172.00 (Christal)	Viacom	Michael Murphy
WLUP	97.9	6 KW @ 1174	CHR	RADRAD	$ 200.00 (MMR)	Evergreen	Lawrence Wert
WNIB	97.1	8 KW @ 1196	CLASSICAL		$ 100.00 (CMBS)		Sonia Florian
WNUA	95.5	8 KW @ 1170	JAZZ/NAC		$ 125.00 (Durpetti)	Pyramid	Michael Donavan
WOJO	105.1	6 KW @ 1174	HISPANIC		$ 98.00 (Katz Hisp.)	Tichenor	Chuck Brooks
WTMX	101.9	4 KW @ 1560	AC		$ 163.00 (Mc-Guild)	Bonneville	Chet Redpath
WUSN	99.5	6 KW @ 1170	COUNTRY	US 2	$ 160.00 (MMR)	Cook Inlet	Carl Hamilton
WVAZ	102.7	6 KW @ 1170	BLACK AC	ABC F	$ 140.00 (Durpetti)	Broadcasting Partners	Barry Mayo
WXEZ	100.3	6 KW @ 1167	BTFL/EZ	MBS	$ 175.00 (Republic)	Century	Jim Haviland
WXRT	93.1	7 KW @ 1310	AOR		$ 153.00 (CBS)		Seth Mason
WYTZ	94.7	4 KW @ 1535	CHR	ABC R	$ 158.00 (Banner)	Cap Cities/ABC	

CALL LETTER CHANGES

WLAK changes to WLIT (Jan)
WCLR changes to WTMX (Feb)

FORMAT CHANGES

STATION SALES

CINCINNATI

Arbitron Rank/Pop (12+): 30/1,165,500

MSA Rank/Pop: 31/1,427,200
ADI # 30
Average Person Ratings: 18.4
Market TSL: 24.0 hours

Stations: 24/21
Diaries: 1495/780:1/53.9%
Sample Target: 1340
% Below Line: 1.4
% Not Listed: 7.7

1988 Revenue: $49,200,000
HH Inc.: $33,116
Retail $: 12.0 Bil
Pop per Station: 55,500
#1 Biller: WLW $10,000,000

12+ METRO		1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WLW	(MOR)	258/12.0	8.8	8.5	11.4	12.3	10.2	381/5124	3471/29.8	25.2	27.8	104	9.2	179	1862	WLW
2. WKRQ-F	(CHR)	228/10.6	9.4	9.2	10.3	9.9	9.9	321/4472	3176/27.3	24.6	24.3	91	12.2	237	2125	WKRQ-F
3. WEBN-F	(AOR)	220/10.2	11.9	10.7	11.6	13.6	11.1	280/3464	2756/23.6	23.5	24.1	106	14.9	289	2827	WEBN-F
4. WWEZ-F	(EZ) **	152/ 7.1	9.2	9.0	8.2	7.3	8.4	188/2020	1577/13.5	16.4	14.4	55	5.5	107	796	WWEZ-F
5. WWNK-F	(AC)	134/ 6.2	6.6	5.6	3.9	4.6	5.6	173/2542	1942/16.7	13.5	12.0	119	7.0	136	1043	WWNK-F
6. WRRM-F	(AC)	131/ 6.1	5.3	6.1	5.2	3.9	5.7	147/1857	1652/14.2	14.6	11.7	133	2.5	48	545	WRRM-F
7. WOFX-F	(O)	129/ 6.0	4.6	5.5	4.4	3.0	5.1	170/2216	1622/13.9	15.5	9.0	133	4.8	93	1048	WOFX-F
8. WKRC	(MOR)	108/ 5.0	6.6	4.6	5.9	6.9	5.5	123/2126	1690/14.5	19.4	15.2	78	3.6	70	610	WKRC
9. WUBE-F	(C)	103/ 4.8	4.6	6.4	4.2	5.7	5.0	149/2107	1291/11.1	12.1	10.3	115	7.1	137	919	WUBE-F
10. WBLZ-F	(B)	93/ 4.3	3.9	3.7	4.8	3.3	4.2	106/1774	1464/12.6	9.7	10.1	88	6.9	140	1584	WBLZ-F
11. WIZF-F	(B)	87/ 4.0	3.5	3.1	3.6	3.1	3.5	91/1044	973/ 8.3	6.8	6.6	98	5.0	97	781	WIZF-F
12. WCKY	(N/T)	82/ 3.8	4.9	5.7	4.0	4.8	4.6	93/1208	1072/ 9.2	11.8	8.8	61	3.3	65	609	WCKY
13. WBVE-F	(C)	61/ 2.8	2.7	2.7	3.5	3.4	2.9	136/1765	851/ 7.3	7.5	7.2	139	1.9	39	577	WBVE-F
14.																
15.																

**STATION DETERMINED TO HAVE ENGAGED IN A SPECIAL STATION ACTIVITY

12+ FM SHARE (METRO): 71.57% (1420 of 1984) (SPG 88: 0.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKRQ-F>>	1 WEBN-F>	1 WEBN-F	1 WLW	1 WLW	1 WLW >	1 WKRQ-F<	1 WEBN-F	1 WEBN-F<	1 WLW >>	1 WUBE-F<
2 WEBN-F	2 WKRQ-F	2 WKRQ-F	WEBN-F	2 WEBN-F	2 WWEZ-F>	2 WLW	2 WRRM-F	2 WKRQ-F	2 WKRQ-F	2 WLW
WBLZ-F>>	3 WOFX-F	3 WLW	3 WKRQ-F	3 WKRQ-F	3 WKRC	3 WEBN-F<	3 WKRQ-F<	3 WLW	3 WEBN-F>	3 WIZF-F
4	4 WWNK-F	4 WOFX-F	4 WOFX-F<	4 WRRM-F<	4 WCKY	4 WKRC >	4 WWEZ-F	4 WWEZ-F	4 WIZF-F	WEBN-F
5	5 WRRM-F	5 WRRM-F<	5 WRRM-F	5 WOFX-F	5 WUBE-F	5 WWEZ-F	5 WLW <	5 WOFX-F<	5 WBLZ-F	5 WCKY
6	6 WLW	6 WWNK-F>	6 WWNK-F>	6 WWNK-F>	6 WRRM-F	6 WRRM-F<	6 WOFX-F<	6 WRRM-F	6 WOFX-F	6 WKRC
7	7 WIZF-F<	7 WIZF-F	7 WUBE-F	7 WUBE-F	7	7 WWNK-F	7 WWNK-F>	7 WWNK-F	7	7 WKRQ-F<
8	8 WBLZ-F	8	8	8	8	WCKY	8 WUBE-F	8	8	8 WWEZ-F>>

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WKRQ-F	1 WKRQ-F	1 WKRQ-F	1 WKRQ-F	1 WKRQ-F
2 WWNK-F	2 WWNK-F	2 WWNK-F	2 WWNK-F	2 WWNK-F
3 WRRM-F	3 WEBN-F<	3 WEBN-F	3 WRRM-F	3 WRRM-F
4 WEBN-F	4 WRRM-F	4 WOFX-F	4 WEBN-F>	4 WEBN-F
5 WIZF-F	5 WOFX-F>	5 WRRM-F>	5 WOFX-F	5 WLW
6 WOFX-F	6 WBLZ-F	6 WBLZ-F	6 WIZF-F	6 WOFX-F
WBLZ-F>>	7 WIZF-F>>	7	7 WBLZ-F	7 WWEZ-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WEBN-F>>	1 WEBN-F>>	1 WEBN-F>	1 WEBN-F	1 WLW
2 WKRQ-F<	2 WOFX-F	2 WLW	2 WLW	2 WEBN-F>
3 WOFX-F>	3 WLW	3 WOFX-F>	3 WOFX-F	3 WOFX-F>
4 WIZF-F>	4 WKRQ-F>	4 WKRQ-F	4 WKRQ-F>	4 WKRQ-F
5 WUBE-F	5 WUBE-F	5 WUBE-F	5 WUBE-F<	5 WUBE-F
6	6 WIZF-F	6	6 WRRM-F	WRRM-F
7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		241 (2)	241 (2)	12.1	11.4
AOR/CLASSIC		220 (1)	220 (1)	11.1	15.7
AC/OLDIES/SOFT ROCK	43 (2)	394 (3)	437 (5)	22.0	16.8
MOR/VARIETY	366 (2)		366 (2)	18.4	21.1
COUNTRY		181 (4)	181 (4)	9.1	10.0
BLACK/URBAN		180 (2)	180 (2)	9.1	8.2
BEAUTIFUL/EASY		152 (1)	152 (1)	7.7	9.1
NEWS/TALK	82 (1)		82 (1)	4.1	5.3
NOSTALGIA	40 (1)		40 (1)	2.0	
RELIGION/GOSPEL	11 (1)	29 (1)	40 (2)	2.0	0.3
SPANISH					
CLASSICAL	9 (1)		9 (1)	0.5	
JAZZ/NEW AGE	13 (1)	23 (1)	36 (2)	1.8	0.5
UNKNOWN/OTHERS					1.5
	564 (9)	1420 (15)	1984 (24)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAKW-F	93.3	Cincinnati	1.3/3.4
WCIN	1480	Cincinnati	0.4/1.8
WDJO	1230	Cincinnati	0.8/2.2
WMLX	1180	Florence	1.9/2.5
WNOP	740	Newport	0.6/1.8
WRBZ-F	107.1	Milford	1.1/3.8
WSAI	1360	Cincinnati	1.2/4.3
WTSJ	1050	Cincinnati	0.5/1.2
WGTZ-F	92.9	Eaton	0.6/1.9
WHKO-F	99.1	Dayton/Sprgfld	0.4/1.3
WPFB-F	105.9	Middletown	0.4/1.5

AM RADIO STATIONS

WCIN,	1480,	5 KW/500 W (DA-2),	CLASSICAL	,	$ 25.00 (CMBS)			---
WCKY,	1530,	50 KW (DA-N)	, NEWS/TALK	CBS, NBC,	$ 62.00 (CBS)	Federated		Tom Severino
WDJO,	1230,	1 KW	, OLDIES	NBC, US 2,	$ 25.00 (Christal)	American		Bob Backeman
WKRC,	500,	5 KW/1 KW (DA-2)	, MOR/AC	ABC E,	$ 90.00 (Katz)	Great American		Dave Milner
WLW ,	700,	50 KW	, MOR/TALK	ABC I,	$ 95.00 (Eastman)	Jacor		David Martin
WMLX,	1180,	1 KW (DAYS, DA)	, NOSTALGIA	SMN,	$ 29.00 (---)		(FLORENCE, KY)	---
WNOP,	740,	1 KW (DAYS, DA)	, JAZZ/VARIETY	,	$ 20.00 (---)		(NEWPORT, KY)	Al Vontz
WSAI,	1360,	5 KW (DA-N)	, OLDIES	,	$ 28.00 (MMR)	Booth		Jim Wood

FM STATIONS

WBLZ,	103.5,	19 KW @ 790,	BLACK	,	$ 59.00 (Republic)	Dalton		David O'Donnell
WRVF,	96.5,	19 KW @ 810,	COUNTRY	ABC D,	$ 46.00 (Eastman)	Reams	(HAMILTON)	Neil Kearney
WEBN,	102.7,	15 KW @ 810,	AOR	,	$ 115.00 (Eastman)	Jacor		Jaqui Brumm
WIZF,	100.9,	1 KW @ 466,	BLACK	ABC C,	$ 33.00 (HNWH)	Interurban	(ERLANGER, KY)	Bill Chatman
WKRQM	101.9,	23 KW @ 690,	CHR	ABC F,	$ 105.00 (Katz)	Great American		Mark Hubbard
WOFX,	94.9,	27 KW @ 650,	OLDIES	MBS,	$ 66.00 (MMR)	Hoker	(FAIRFIELD)	Deane Osborn
WRPZ,	107.1,	3 KW @ 300,	JAZZ/NAC	,	$ 33.00 (K & P)		(MILFORD)	Bob Deluca
WRRM,	98.5,	18 KW @ 810,	AC	,	$ 84.00 (Christal)	Susquehanna		Joe Schildmeyer
WUBE,	105.1,	14 KW @ 920,	COUNTRY	,	$ 75.00 (Christal)	American		Bob Backman
WWEZ,	92.5,	11 KW @ 905,	BTFL/EZ	,	$ 70.00 (CBS)	Federated		Tom Severino
WWNK,	94.1,	32 KW @ 550,	AC	,	$ 65.00 (MMR)	Booth		Jim Wood

CALL LETTER CHANGES	FORMAT CHANGES	STATION SALES
	WOFX changes from AC to OLDIES	

Arbitron Rank/Pop (12+): 22/1,754,500
MSA Rank/Pop: 24/1,843,700
ADI # 11
Average Person Ratings: 18.6
Market TSL: 24.5 hours

Stations: 26/22
Diaries: 1849/949:1/56.5%
Sample Target: 1640
% Below Line: 3.5
% Not Listed: 8.8

1988 Revenue: $45,900,000
HH Inc.: $33,340
Retail $: 13.8 Bil
Pop per Station: 79,750
#1 Biller: WMMS-F $8,600,000

12+ METRO		1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WMMS-F	(AOR)	350/10.7	10.2	9.6	10.2	10.0	10.2	449/5858	4111/23.4	23.6	25.0	121	13.1	386	4909	WMMS-F
2. WLTF-F	(AC)	293/ 9.0	7.3	8.3	8.3	9.6	8.2	292/5086	3737/21.3	19.7	18.3	121	9.6	282	3037	WLTF-F
3. WNCX-F	(AOR)	238/ 7.3	5.1	6.6	5.5	6.2	6.1	290/3422	2551/14.5	14.2	14.1	132	6.7	197	2214	WNCX-F
4. WQAL-F	(EZ)	226/ 6.9	9.7	7.7	7.5	8.9	7.9	268/3289	2746/15.7	16.0	16.8	19	4.5	133	1378	WQAL-F
5. WMJI-F	(AC)	225/ 6.9	6.3	6.1	7.0	6.6	6.6	294/4572	3344/19.1	17.7	19.3	148	6.2	183	2636	WMJI-F
6. WDOK-F	(AC)	215/ 6.6	6.2	6.6	6.5	4.7	6.4	278/3810	2887/16.5	19.4	13.7	133	4.7	138	1514	WDOK-F
7. WZAK-F	(B)	208/ 6.4	7.2	7.3	7.5	7.0	7.1	238/2534	2106/12.0	11.3	11.6	91	10.0	294	2879	WZAK-F
8. WGAR-F	(C)	178/ 5.5	5.1	4.3	4.9	5.5	4.9	224/2749	2029/11.6	11.4	11.1	120	5.1	151	2276	WGAR-F
9. WWWE	(N/T)	149/ 4.6	4.6	4.9	7.0	8.2	5.3	196/3796	2662/15.2	17.9	21.4	102	4.5	132	2385	WWWE
10. WRMR	(BB)	148/ 4.5	4.5	5.5	4.8	3.1	4.8	184/2292	1896/10.8	10.2	6.5	31	3.1	91	997	WRMR
11. WPHR-F	(CHR)	111/ 3.4	3.8	3.1	2.8	2.6	3.3	221/3819	2261/12.9	12.0	9.5	53	4.7	138	2785	WPHR-F
12. WRQC-F	(CHR)	101/ 3.1	2.9	2.9	3.4	2.0	3.1	101/1900	1773/10.1	9.2	9.1	55	3.1	92	2842	WRQC-F
13. WERE	(T)	86/ 2.6	3.4	3.2	3.3	3.1	3.1	88/1761	1682/ 9.6	9.4	9.5	46	1.4	42	1069	WERE
14. WNWV-F	(J/NA)	78/ 2.4	2.7	3.1	2.6	3.5	2.7	100/1869	1473/ 8.4	7.4	8.3	146	3.9	114	1650	WNWV-F
15. WCLV-F	(CL)	68/ 2.1	3.0	2.7	1.6	1.8	2.3	85/1249	1040/ 5.9	7.5	6.6	76	1.1	32	1018	WCLV-F
16. WJMO	(B)	62/ 1.9	1.4	1.3	1.4	1.1	1.5	62/1037	1037/ 5.9	4.5	4.4	121	1.2	36	[illegible]073	WJMO
17.																
18.																
19.																
20.																

12+ FM SHARE (METRO): 79.75% (2371 of 2973) (SPG 88: 77.89%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRQC-F	1 WMMS-F>	1 WMMS-F	1 WMMS-F	1 WMMS-F	1 WQAL-F	1 WMMS-F>	1 WLTF-F<	1 WMMS-F	1 WZAK-F	1 WMMS-F
2 WPHR-F<	2 WNCX-F>	2 WLTF-F	2 WLTF-F	2 WLTF-F	2 WLTF-F	2 WMJI-F	2 WMMS-F	2 WLTF-F	2 WWWE	2 WZAK-F>>
3 WZAK-F>	3 WZAK-F	3 WNCX-F	3 WNCX-F	3 WMJI-F	3 WDOK-F	3 WLTF-F	3 WDOK-F<	3 WNCX-F	3 WLTF-F	3 WERE
4 WMMS-F>>	4 WLTF-F	4 WMJI-F	WMJI-F	4 WNCX-F	4 WGAR-F	4 WQAL-F	4 WNCX-F	4 WMJI-F<	4 WMMS-F<	4 WWWE
5	5 WMJI-F>	5 WZAK-F	5 WDOK-F>	5 WDOK-F>	5 WRMR	5 WZAK-F	5 WMJI-F<	5 WDOK-F<	5 WNCX-F	WMJI-F
6	6 WPHR-F	6 WDOK-F	6 WZAK-F	6 WGAR-F	6 WMJI-F<	6 WNCX-F<	6 WQAL-F	6 WQAL-F	6 WGAR-F	6 WNCX-F
7	WDOK-F	7	7 WGAR-F	7 WZAK-F	7 WWWE	7 WDOK-F	7	7 WGAR-F<	7 WPHR-F	WGAR-F
								8 WZAK-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLTF-F<	1 WMMS-F	1 WMMS-F>	1 WLTF-F	1 WLTF-F>	1 WMMS-F	1 [illegible]-F<	1 WNCX-F	1 WMMS-F<	1 WMMS-F<
2 WZAK-F<	2 WLTF-F<	2 WLTF-F<	2 WMMS-F	2 WMMS-F<	2 WNCX-F>>	2 WNCX-F>>	WMMS-F>>	2 WNCX-F>	2 WNCX-F>
3 WMMS-F>	3 WZAK-F>	3 WZAK-F>	3 WZAK-F	3 WMJI-F<	3 WZAK-F	3 WMJI-F	3 WMJI-F	3 WMJI-F	3 WMJI-F>
4 WPHR-F>	4 WMJI-F	4 WMJI-F<	4 WMJI-F	4 WDOK-F>	4 WMJI-F	4 WZAK-F>	4 WZAK-F>	4 WLTF-F	4 WDOK-F
5 WRQC-F	5 WNCX-F	5 WNCX-F>	5 WDOK-F>	5 WGAR-F	5 WLTF-F>	5 WLTF-F	5 WDOK-F	5 WZAK-F<	5 WLTF-F
6	6 WPHR-F	6 WDOK-F	6 WGAR-F	6 WZAK-F	6 WPHR-F	6 WDOK-F	6 WWWE	6 WDOK-F	6 WWWE
7	7 WDOK-F	7 WNWV-F	7 WNCX-F	7	7 WRQC-F	7	7	7 WWWE	7 WGAR-F
								8 WGAR-F	8 WZAK-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		251 (3)	251 (3)	8.4	5.9
AOR/CLASSIC		617 (3)	617 (3)	20.8	18.4
AC/OLDIES/SOFT ROCK		745 (4)	745 (4)	25.1	23.7
MOR/VARIETY	15 (1)		15 (1)	0.5	1.0
COUNTRY	21 (1)	178 (1)	199 (2)	6.7	6.6
BLACK/URBAN	62 (1)	208 (1)	270 (2)	9.1	8.9
BEAUTIFUL/EASY		226 (1)	226 (1)	7.6	10.9
NEWS/TALK	265 (3)		265 (3)	8.9	12.3
NOSTALGIA	211 (4)		211 (4)	7.1	4.6
RELIGION/GOSPEL	28 (1)		28 (1)	0.9	2.0
SPANISH					
CLASSICAL		68 (1)	68 (1)	2.3	1.9
JAZZ/NEW AGE		78 (1)	78 (1)	2.6	3.8
UNKNOWN/OTHERS					
	602 (11)	2371 (15)	2973 (26)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WABQ	1540	Cleveland	0.9/2.4
WELW	1330	Willoughby	0.5/1.2
WEOL	930	Elyria	0.5/1.6
WGAR	1220	Cleveland	0.6/2.8
WHK	1420	Cleveland	0.9/3.8
WRKG	1380	Lorain	0.4/0.7
CKLW	800	Windsor	1.0/2.5
WKDD-F	96.5	Akron/Canton	1.2/5.4
WONE-F	97.5	Akron/Cleveland	0.9/4.0
WQMX-F	94.9	Medina/Akron	0.4/1.7

AM STATIONS

WABQ	1540	1 KW (DAYS)	RELIGION	NBN	$ 20.00	(---)		Michael Gallagher
WERE	1300	5 KW (DA-1)	TALK	CBS, MBS	$ 52.00	(Banner)	Metroplex	Steve Joos
WGAR	1220	50 KW (DA-N)	COUNTRY	ABC E	$ N/A	(HNWH)	Nationwide	John Blassingame
WHK	1420	5 KW (DA-N)	BUSINESS NEWS	NBC, TALKNT	$ 37.00	(Katz)	Malrite	Chuck Bortnick
WJMO	1490	1 KW	BLACK	NBN, SBN	$ 34.00	(MMR)	United	Curtis Shaw
WRMR	850	10 KW/5 KW (DA-2)	NOSTALGIA	APR	$ 44.00	(Christal)	Booth	Roger Turner
WWWE	1100	50 KW	NEWS/TALK	ABC I, CNN	$ 80.00	(Eastman)		Harvey Simms

FM STATIONS

WCLV	95.5	31 KW @ 625	CLASSICAL		$ 59.00	(HNWH)		C.K. Patrick
WDOK	102.1	12 KW @ 850	SOFT AC		$ 78.00	(Republic)		Marianne Johnson
WGAR	99.5	50 KW @ 500	COUNTRY	ABC E	$ 84.00	(HNWH)	Nationwide	John Blassingame
WLTF	106.5	11 KW @ 1060	AC	APR	$ 117.00	(Christal)	Booth	Roger Turner
WMJI	105.7	27 KW @ 900	AC		$ 105.00	(Eastman)	Jacor	Phil Levine
WMMS	100.7	34 KW @ 600	AOR	SOURCE, NBC	$ 165.00	(Katz)	Malrite	Chuck Bortnick
WNCX	98.5	16 KW @ 960	CLASSIC AOR	ABC F, RADRAD	$ 75.00	(Banner)	Metroplex	Steve Joos
WNWV	107.3	50 KW @ 466	JAZZ/NAC	SMN	$ 58.00	(Torbet)	(ELYRIA)	Gary Kneisley
WPHR	107.9	70 KW @ 385	CHR	SOURCE, US 1	$ 57.00	(Republic)	Ardman	Mark Heiden
WQAL	104.1	11 KW @ 1060	BTFL/EZ		$ 102.00	(Christal)	ML/WIN	Mark Biviano
WRQC	92.3	27 KW @ 234	CHR	ABC R, ABC F	$ 45.00	(MMR)	United	Shannon Lange
WZAK	93.1	27 KW @ 620	BLACK	RADRAD	$ 81.00	(Durpetti)	Zapis	Xen Zapis

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

WJMO, WRQC-F sold by United to TA/Shaw for $_______ (Americom).

CLEVELAND

Arbitron Rank/Pop (12+): 22/1,754,500
MSA Rank/Pop: 24/1,843,700
ADI # 11
Average Person Ratings: 18.6
Market TSL: 24.5 hours

Stations: 26/22
Diaries: 1849/949:1/56.5%
Sample Target: 1640
% Below Line: 3.5
% Not Listed: 8.8

1988 Revenue: $45,900,000
HH Inc.: $33,340
Retail $: 13.8 Bil
Pop per Station: 79,750
#1 Biller: WMMS-F $8,600,000

12+ METRO		1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WMMS-F	(AOR)	350/10.7	10.2	9.6	10.2	10.0	10.2	449/5858	4111/23.4	23.6	25.0	121	13.1	386	4909	WMMS-F
2. WLTF-F	(AC)	293/ 9.0	7.3	8.3	8.3	7.4	8.2	292/5086	3737/21.3	19.7	18.3	121	9.6	282	3037	WLTF-F
3. WNCX-F	(AOR)	238/ 7.3	5.1	6.6	5.3	6.2	6.1	290/3422	2551/14.5	14.2	14.1	132	6.7	197	2214	WNCX-F
4. WQAL-F	(EZ)	226/ 6.9	9.7	7.7	7.5	8.9	7.9	268/3289	2746/15.7	16.0	16.8	49	4.5	133	1378	WQAL-F
5. WMJI-F	(AC)	225/ 6.9	6.3	6.1	7.0	8.6	6.6	294/4572	3344/19.1	17.7	19.3	148	6.2	183	2636	WMJI-F
6. WDOK-F	(AC)	215/ 6.6	6.2	6.6	6.3	4.7	6.4	278/3810	2887/16.5	19.4	13.7	133	4.7	138	1514	WDOK-F
7. WZAK-F	(B)	208/ 6.4	7.2	7.3	7.5	7.0	7.1	238/2534	2106/12.0	11.3	11.6	91	10.0	294	2879	WZAK-F
8. WGAR-F	(C)	178/ 5.5	5.1	4.3	4.9	5.5	4.9	224/2749	2029/11.6	11.4	11.1	120	5.1	151	2276	WGAR-F
9. WWWE	(N/T)	149/ 4.6	4.6	4.9	7.0	8.2	5.3	196/3796	2662/15.2	17.9	21.4	102	4.5	132	2385	WWWE
10. WRMR	(BB)	148/ 4.5	4.5	5.5	4.8	3.1	4.8	184/2292	1896/10.8	10.2	6.5	31	3.1	91	997	WRMR
11. WPHR-F	(CHR)	111/ 3.4	3.8	3.1	2.8	2.6	3.3	221/3819	2261/12.9	12.0	9.5	53	4.7	138	2785	WPHR-F
12. WRQC-F	(CHR)	101/ 3.1	2.9	2.9	3.4	2.0	3.1	101/1900	1773/10.1	9.2	9.1	55	3.1	92	2842	WRQC-F
13. WERE	(T)	86/ 2.6	3.4	3.2	3.3	3.1	3.1	88/1761	1682/ 9.6	9.4	9.5	46	1.4	42	1069	WERE
14. WNWV-F	(J/NA)	78/ 2.4	2.7	3.1	2.6	3.5	2.7	100/1869	1473/ 8.4	7.4	8.3	146	3.9	114	1650	WNWV-F
15. WCLV-F	(CL)	68/ 2.1	3.0	2.7	1.6	1.8	2.3	85/1249	1040/ 5.9	7.5	6.6	76	1.1	32	1018	WCLV-F
16. WJMO	(B)	62/ 1.9	1.4	1.3	1.4	1.1	1.5	62/1037	1037/ 5.9	4.5	4.4	121	1.2	36	1073	WJMO
17.																
18.																
19.																
20.																

12+ FM SHARE (METRO): 79.75% (2371 of 2973) (SPG 88: 77.89%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRQC-F	1 WMMS-F>	1 WMMS-F	1 WMMS-F	1 WMMS-F	1 WQAL-F	1 WMMS-F>	1 WLTF-F<	1 WMMS-F	1 WZAK-F	1 WMMS-F
2 WPHR-F<	2 WNCX-F>	2 WLTF-F	2 WLTF-F	2 WLTF-F	2 WLTF-F	2 WMJI-F	2 WMMS-F	2 WLTF-F	2 WWWE	2 WZAK-F>>
3 WZAK-F>	3 WZAK-F	3 WNCX-F	3 WNCX-F	3 WMJI-F	3 WDOK-F	3 WLTF-F	3 WDOK-F<	3 WNCX-F	3 WLTF-F	3 WERE
4 WMMS-F>>	4 WLTF-F	4 WMJI-F	WMJI-F	4 WNCX-F	4 WGAR-F	4 WQAL-F	4 WNCX-F	4 WMJI-F<	4 WMMS-F<	4 WWWE
5	5 WMJI-F>	5 WZAK-F	5 WDOK-F>	5 WDOK-F>	5 WRMR	5 WZAK-F	5 WMJI-F<	5 WDOK-F<	5 WNCX-F	WMJI-F
6	6 WPHR-F	6 WDOK-F	6 WZAK-F	6 WGAR-F	6 WMJI-F<	6 WNCX-F<	6 WQAL-F	6 WQAL-F	6 WGAR-F	6 WNCX-F
7	WDOK-F	7	7 WGAR-F	7 WZAK-F	7 WWWE	7 WDOK-F	7	7 WGAR-F<	7 WPHR-F	WGAR-F
								8 WZAK-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WLTF-F<	1 WMMS-F	1 WMMS-F>	1 WLTF-F	1 WLTF-F>
2 WZAK-F<	2 WLTF-F<	2 WLTF-F<	2 WMMS-F	2 WMMS-F<
3 WMMS-F>	3 WZAK-F>	3 WZAK-F>	3 WZAK-F	3 WMJI-F<
4 WPHR-F>	4 WMJI-F	4 WMJI-F<	4 WMJI-F	4 WDOK-F>
5 WRQC-F	5 WNCX-F	5 WNCX-F>	5 WDOK-F>	5 WGAR-F
6	6 WPHR-F	6 WDOK-F	6 WGAR-F	6 WZAK-F
7	7 WDOK-F	7 WNWV-F	7 WNCX-F	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WMMS-F	1 WMMS-F<	1 WNCX-F	1 WMMS-F<	1 WMMS-F<
2 WNCX-F>>	2 WNCX-F>>	WMMS-F>>	2 WNCX-F>	2 WNCX-F>
3 WZAK-F	3 WMJI-F	3 WMJI-F	3 WMJI-F	3 WMJI-F>
4 WMJI-F	4 WZAK-F>	4 WZAK-F>	4 WLTF-F	4 WDOK-F
5 WLTF-F>	5 WLTF-F	5 WDOK-F	5 WZAK-F<	5 WLTF-F
6 WPHR-F	6 WDOK-F	6 WWWE	6 WDOK-F	6 WWWE
7 WRQC-F	7	7	7 WWWE	7 WGAR-F
			8 WGAR-F	8 WZAK-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		251 (3)	251 (3)	8.4	5.9
AOR/CLASSIC		617 (3)	617 (3)	20.8	18.4
AC/OLDIES/SOFT ROCK		745 (4)	745 (4)	25.1	23.7
MOR/VARIETY	15 (1)		15 (1)	0.5	1.0
COUNTRY	21 (1)	178 (1)	199 (2)	6.7	6.6
BLACK/URBAN	62 (1)	208 (1)	270 (2)	9.1	8.9
BEAUTIFUL/EASY		226 (1)	226 (1)	7.6	10.9
NEWS/TALK	265 (3)		265 (3)	8.9	12.3
NOSTALGIA	211 (4)		211 (4)	7.1	4.6
RELIGION/GOSPEL	28 (1)		28 (1)	0.9	2.0
SPANISH					
CLASSICAL		68 (1)	68 (1)	2.3	1.9
JAZZ/NEW AGE		78 (1)	78 (1)	2.6	3.8
UNKNOWN/OTHERS					
	602 (11)	2371 (15)	2973 (26)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WABQ	1540	Cleveland	0.9/2.4
WELW	1330	Willoughby	0.5/1.2
WEOL	930	Elyria	0.5/1.6
WGAR	1220	Cleveland	0.6/2.8
WHK	1420	Cleveland	0.9/3.8
WRKG	1380	Lorain	0.4/0.7
CKLW	800	Windsor	1.0/2.5
WKDD-F	96.5	Akron/Canton	1.2/5.4
WONE-F	97.5	Akron/Cleveland	0.9/4.0
WQMX-F	94.9	Medina/Akron	0.4/1.7

AM STATIONS

WABQ,	1540,	1 KW (DAYS)	, RELIGION	NBN,	$ 20.00 (---)		Michael Gallagher
WERE,	1300,	5 KW (DA-1)	, TALK	CBS, MBS,	$ 52.00 (Banner)	Metroplex	Steve Joos
WGAR,	1220,	50 KW (DA-N)	, COUNTRY	ABC E,	$ N/A (HNWH)	Nationwide	John Blassingame
WHK .	1420,	5 KW (DA-N)	, BUSINESS NEWS	NBC, TALKNT,	$ 37.00 (Katz)	Malrite	Chuck Bortnick
WJMO,	1490,	1 KW	, BLACK	NBN, SBN,	$ 34.00 (MMR)	United	Curtis Shaw
WRMR,	850,	10 KW/5 KW (DA-2)	, NOSTALGIA	APR,	$ 44.00 (Christal)	Booth	Roger Turner
WWWE,	1100,	50 KW	, NEWS/TALK	ABC I, CNN,	$ 80.00 (Eastman)		Harvey Simms

FM STATIONS

WCLV,	95.5,	31 KW @ 625,	CLASSICAL	,	$ 59.00 (HNWH)		C.K. Patrick
WDOK,	102.1,	12 KW @ 850,	SOFT AC	,	$ 78.00 (Republic)		Marianne Johnson
WGAR,	99.5,	50 KW @ 500,	COUNTRY	ABC E,	$ 84.00 (HNWH)	Nationwide	John Blassingame
WLTF,	106.5,	11 KW @ 1060,	AC	APR,	$ 117.00 (Christal)	Booth	Roger Turner
WMJI,	105.7,	27 KW @ 900,	AC	,	$ 105.00 (Eastman)	Jacor	Phil Levine
WMMS,	100.7,	34 KW @ 600,	AOR	SOURCE, NBC,	$ 165.00 (Katz)	Malrite	Chuck Bortnick
WNCX,	98.5,	16 KW @ 960,	CLASSIC AOR	ABC F, RADRAD,	$ 75.00 (Banner)	Metroplex	Steve Joos
WNWV,	107.3,	50 KW @ 466,	JAZZ/NAC	SMN,	$ 58.00 (Torbet)	(ELYRIA)	Gary Kneisley
WPHR,	107.9	70 KW @ 385,	CHR	SOURCE, US 1,	$ 57.00 (Republic)	Ardman	Mark Heiden
WQAL,	104.1,	11 KW @ 1060,	BTFL/EZ	,	$ 102.00 (Christal)	ML/WIN	Mark Biviano
WRQC,	92.3,	27 KW @ 234,	CHR	ABC R, ABC F,	$ 45.00 (MMR)	United	Shannon Lange
WZAK,	93.1,	27 KW @ 620,	BLACK	RADRAD,	$ 81.00 (Durpetti)	Zapis	Xen Zapis

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

WJMO, WRQC-F sold by United to TA/Shaw for $______ (Americom).

COLORADO SPRINGS

Arbitron Rank/Pop (12+):	Stations: 20/15	1988 Revenue:	$10,800,000
	Diaries: 674/ :1/55.0%	HH Inc.:	$31,898
MSA Rank/Pop:	Sample Target: 660	Retail $:	2.6 Bil
ADI #100 (w/Pueblo)	% Below Line: 0.7	Pop per Station:	26,407
Average Person Ratings: 17.3	% Not Listed: 11.9	#1 Biller:	$1,700,000
Market TSL: 23.25 hours			

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KVUU-F (AC)	55/ 9.8	8.1	8.2	6.3	7.9	----	68/899	691/21.3	20.2	20.7	123	6.4	40	536	KVUU-F
2. KKCS-AF (C)	47/ 8.4	7.8	10.3	11.6	8.1	----	62/802	562/16.9	18.8	17.3	106	11.5	68	473	KKCS-AF
3. KATM-F (CHR)	42/ 7.5	4.8	4.8	----	----	----	58/852	625/19.3	9.8	0.0	43	6.4	40	634	KATM-F
4. KKMG-F (CHR)	40/ 7.1	5.2	----	----	----	----	53/671	420/12.9	0.0	0.0	56	10.0	62	578	KKMG-F
KKFM-F (AOR)	40/ 7.1	6.5	5.2	7.0	8.2	----	61/758	518/16.0	13.6	13.0	130	8.5	53	548	KKFM-F
6. KRDO-F (EZ)	35/ 6.2	8.9	9.9	7.0	8.2	----	64/812	513/15.8	17.7	16.6	97	5.9	37	390	KRDO-F
7. KILO-F (AOR)	34/ 6.1	9.6	11.1	13.3	8.2	----	70/884	548/16.9	19.5	19.8	98	11.6	72	725	KILO-F
8. KIKX-F (CHR)	33/ 5.9	7.8	11.5	16.6	15.1	----	59/906	664/20.5	24.3	26.2	78	6.9	43	633	KIKX-F
9. KVOR (N/T)	29/ 5.2	4.3	3.8	5.5	5.0	----	29/504	494/15.2	10.9	12.1	62	3.4	21	259	KVOR
KSPZ-F (AC)	29/ 5.2	4.3	5.6	6.5	9.0	----	32/562	476/14.7	12.4	16.8	121	2.6	16	292	KSPZ-F
11. KKLI-F (AC)	23/ 4.1	4.8	3.4	3.5	0.8	----	27/381	351/10.8	7.6	2.4	134	2.7	17	238	KKLI-F
12. KRDO (MOR)	20/ 3.6	2.4	3.6	1.4	2.1	----	23/343	306/ 9.4	10.8	7.2	128	3.1	19	314	KRDO
13. KOA (N/T)	17/ 3.0	3.3	2.6	3.7	3.1	----	38/545	325/10.0	9.2	9.3	97	3.1	19	324	KOA
14. KSSS (C)	16/ 2.9	4.8	4.0	3.3	7.5	----	18/317	276/ 8.5	10.6	12.7	100	4.0	25	270	KSSS
15. KRYT-F (?)	14/ 2.5	0.6	----	----	----	----	47/410	98/ 3.0	0.0	0.0	148				KRYT-F

12+ FM SHARE (METRO): 81.58% (403 of 494) (SPG 88: 78.48%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KATM-F	1 KKFM-F	1 KVUU-F	1 KVUU-F	1 KVUU-F	1 KRDO-F	1 KVOR <	1 KVUU-F>	1 KVUU-F	1 KKMG-F	1 KVOR
2 KKMG-F	2 KATM-F<	2 KKFM-F	2 KKFM-F	2 KKFM-F	2 KVUU-F	2 KKCS-AF	2 KRDO-F	2 KKCS-AF<	2 KATM-F>	KKMG-F>
3 KIKX-F>>	3 KKMG-F<	3 KKCS-AF	3 KKCS-AF	3 KKCS-AF>	3 KKCS-AF	3 KVUU-F	3 KKCS-AF	3 KATM-F	3 KKCS-AF	3 KKCS-F>
4	4 KILO-F	4 KATM-F	4 KSPZ-F	4 KSPZ-F	4 KVOR	4 KATM-F<	4 KKFM-F<	4 KKFM-F	4 KIKX-F	4 KATM-F
5	5 KVUU-F	KILO-F<	KILO-F	5 KRDO-F	5	5 KKFM-F	5 KATM-F<	5 KKMG-F	5 KVUU-F	5 KKFM-F
6	6 KKCS-AF	6 KKMG-F	6	KILO-F	6	6	6 KILO-F	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKMG-F	1 KVUU-F	1 KKFM-F	1 KVUU-F>	1 KVUU-F>	1 KATM-F>	1 KKFM-F	1 KKFM-F	1 KKFM-F	1 KKFM-F
2 KKCS-AF	2 KKCS-AF	2 KVUU-F	2 KKCS-AF	2 KKCS-AF	2 KKMG-F	2 KILO-F	2 KILO-F>	2 KILO-F	2 KVUU-F
3 KATM-F	3 KKMG-F	3 KSPZ-F>	3 KKLI-F	3 KSPZ-F	KKFM-F	3 KATM-F	3 KKMG-F	3 KATM-F	3 KILO-F
4 KVUU-F>	4 KATM-F	4 KKCS-AF	4 KSPZ-F	KKLI-F	KILO-F>	4 KKMG-F>	4 KKCS-AF	4 KVUU-F	4 KKCS-AF>
5 KIKX-F	5 KKFM-F	KKLI-F	KKMG-F	5 KRDO-F	5 KIKX-F>>	5 KVUU-F	KVUU-F>	5 KKMG-F	5 KOA
6	KIKX-F	KILO-F	6 KIKX-F	6 KKFM-F	6	6 KKCS-AF	6 KATM-F	6 KKCS-AF	KRDO-F
	7 KSPZ-F	KIKX-F	7 KATM-F	7	7	7	7	7	KKMG-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		115 (3)	115 (3)	23.3	18.2
AOR/CLASSIC		74 (2)	74 (2)	15.0	18.2
AC/OLDIES/SOFT ROCK		116 (4)	116 (4)	23.5	23.3
MOR/VARIETY	22 (2)		22 (2)	4.5	
COUNTRY	16 (1)	47 (1)	63 (2)	12.8	15.9
BLACK/URBAN					
BEAUTIFUL/EASY		35 (1)	35 (1)	7.1	11.0
NEWS/TALK	46 (2)		46 (2)	9.3	7.2
NOSTALGIA	4 (1)		4 (1)	0.8	2.0
RELIGION/GOSPEL	3 (1)		3 (1)	0.6	3.6
SPANISH					
CLASSICAL		2 (1)	2 (1)	0.4	0.7
JAZZ/NEW AGE					
UNKNOWN/OTHERS		14 (1)	14 (1)	2.8	
	91 (7)	403 (13)	494 (20)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBZE-F	105.5	Security/Co Spg	1.6/1.8
KCMN	1530	Co Spgs/Pueblo	0.7/3.0
KWYD	1580	Colorado Sprngs	0.5/1.6
KHOW	630	Denver	0.4/2.2
KVOD-F	99.5	Denver/Boulder	0.4/1.8

RADIO STATIONS

KCMN, 1530, 1 KW (DAYS) , NOSTALGIA	CNN, $ 15.00 (K & P)		Ed Rankin
KRDO, 1240, 1 KW (DA-1) , OLDIES	, $ 14.00 (HNWH)		Neil Klocksiem
KSSS, 740, 1 KW/250 W (DA-2), COUNTRY	ABC I, $ 23.00 (Mc-Guild)	Lakoduk	Mike Ginsburg
KVOR, 1300, 5 KW/1 KW , NEWS/TALK	ABC T, TALKNT, $ 26.00 (Katz)	Perm	Ken Gaines
KIKX-F, 102.7, 100 KW @ 2080, CHR	, $ 44.00 (Mc-Guild)	First Sierra	Barb Beddor
KILO-F, 93.9, 83 KW @ 2110, AOR	, $ 48.00 (Republic)	Bahakel	---
KKCS-F, 101.9, 79 KW @ 2220, COUNTRY	, $ 37.00 (Torbet)		Bob Gourley
KKFM-F, 96.5, 72 KW @ 2300, CLASSIC AOR	ABC F, $ 34.00 (Christal)	Citadel	Steve Staner
KKLI-F, 106.3, 71 KW @ 2022, SOFT AC	, $ 22.00 (Torbet)	Tippie	Bob Scott
KKMG-F, 98.9, 70 KW @ 2200, CHR	, $ 29.00 (Durpetti)	(PUEBLO)	Gary Goodell
KRDO-F, 95.1, 96 KW @ 2010, BTFL/EZ	, $ 30.00 (HNWH)		Neil Klocksiem
KSPZ-F, 92.9, 72 KW @ 2130, AC	, $ 36.00 (Katz)	Perm	Ken Gaines
KVUU-F, 96.9, 87 KW @ 2220, AC	ABC E, $ 48.00 (Mc-Guild)	Lakoduk (PUEBLO)	Mike Ginsburg

KOA - See Denver; KATM, KRYT - See Pueblo

MISCELLANEOUS COMMENTS: KWYD changes calls to KBZE (Apr.)...KBZE changes from RELIGION to OLDIES/AC.

COLUMBIA, SC

Arbitron Rank/Pop (12+): 93/375,200
MSA Rank/Pop: 105/455,400
ADI # 88
Average Person Ratings: 19.0
Market TSL: 25.0 hours

Stations: 17/16
Diaries: 781/480:1/55.3%
Sample Target: 750
% Below Line: 0.3
% Not Listed: 11.4

1988 Revenue: $12,700,000
HH Inc.: $32,843
Retail $: 2.9 Bil
Pop per Station: 23,450
#1 Biller: WCOS-AF $2,900,000

12+ METRO			1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1.	WWDM-F	(B)	112/15.7	15.2	18.7	18.9	18.9	17.1	272/1996	929/24.8	23.7	22.5	94	20.1	150	1127	WWDM-F
2.	WCOS-F	(C)	110/15.4	16.5	19.5	16.6	17.8	17.0	204/2016	1187/31.6	30.5	28.2	104	16.2	121	1132	WCOS-F
3.	WMFX-F	(AOR)	74/10.4	7.4	6.0	4.9	5.5	7.2	75/883	778/20.7	14.9	16.8	111	8.4	63	724	WMFX-F
4.	WNOK-F	(CHR)	52/ 7.3	10.1	8.8	7.8	8.4	8.5	102/1567	846/22.5	25.3	24.4	60	11.9	89	980	WNOK-F
5.	WCEZ-F	(EZ)	49/ 6.9	7.7	5.4	8.4	6.8	7.1	53/557	495/13.2	8.6	12.7	96	3.2	24	270	WCEZ-F
6.	WTCB-F	(AC)	47/ 6.6	6.4	5.0	4.1	4.6	5.5	77/923	538/14.3	12.2	14.3	145	6.8	51	555	WTCB-F
7.	WVOC	(N/T)	39/ 5.5	5.4	5.8	4.6	4.6	5.3	43/681	610/16.3	12.9	13.3	62	3.5	26	399	WVOC
8.	WSCQ-F	(AC)	28/ 3.9	5.1	6.0	5.6	5.2	5.2	28/426	417/11.1	13.5	12.5	138	4.6	34	462	WSCQ-F
9.	WOIC	(B)	26/ 3.6	3.6	3.5	5.7	4.3	4.1	28/408	394/10.5	10.5	10.6	75	2.4	18	238	WOIC
10.	WOMG-F	(O)	24/ 3.4	1.3	1.9	4.9	5.3	2.9	25/418	375/10.0	10.5	15.1	159	2.7	20	402	WOMG-F
11.	WTGH	(REL)	23/ 3.2	2.8	3.3	4.1	1.6	3.3	24/301	272/ 7.2	6.6	3.7	78	2.5	19	181	WTGH
12.	WYYS-F	(CHR)	21/ 2.9	3.4	3.1	0.0	1.0	2.3	21/505	469/12.5	9.0	7.8	41	4.2	31	405	WYYS-F
13.																	
14.																	

15. 12+ FM SHARE (METRO): 82.91% (524 of 632) (SPG 88: 83.99%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WWDM-F	1 WWDM-F	1 WWDM-F	1 WWDM-F	1 WCOS-F	1 WCOS-F>>	1 WWDM-F<	1 WCOS-F	1 WCOS-F	1 WWDM-F>	1 WCOS-F
2 WNOK-F>>	2 WMFX-F>	2 WCOS-F<	2 WCOS-F	2 WWDM-F	2 WVOC	2 WCOS-F>	2 WWDM-F	2 WWDM-F	2 WCOS-F	2 WWDM-F
3 WYYS-F	3 WNOK-F	3 WMFX-F>	3 WMFX-F	3 WMFX-F	3 WCEZ-F	3 WMFX-F	3 WMFX-F	3 WMFX-F>	3 WNOK-F	3 WVOC >>
4 WMFX-F>>	WCOS-F	4 WTCB-F	4 WTCB-F>	4 WTCB-F>	4 WWDM-F>	4 WTCB-F	4 WCEZ-F	4 WNOK-F	4 WMFX-F	4
5	5 WTCB-F	5 WNOK-F	5 WCEZ-F	5 WCEZ-F	5 WTCB-F	5 WVOC	5 WTCB-F	5 WCEZ-F<	5 WVOC	5
6	6	6 WCEZ-F	6	6	6	WNOK-F	6	6 WTCB-F	6 WYYS-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WWDM-F>	1 WWDM-F>	1 WWDM-F	1 WWDM-F>	1 WCOS-F<	1 WMFX-F	1 WMFX-F	1 WMFX-F	1 WMFX-F	1 WCOS-F
2 WNOK-F>	2 WMFX-F	WTCB-F	2 WCOS-F	2 WWDM-F	2 WWDM-F	2 WWDM-F>	2 WWDM-F>>	2 WWDM-F<	2 WWDM-F
3 WMFX-F>	3 WTCB-F	3 WMFX-F>	3 WTCB-F	3 WTCB-F>	3 WCOS-F	3 WCOS-F	3 WCEZ-F>	3 WCOS-F>>	WMFX-F>>
4 WQXL	4 WNOK-F	4 WCOS-F>	4 WMFX-F	4 WSCQ-F	4 WNOK-F>	4 WNOK-F	4 WODE	4 WNOK-F	4 WCEZ-F
WCOS-F	5 WCOS-F	5 WSCQ-F	5 WSCQ-F	5 WMFX-F	5 WYYS-F	5 WCEZ-F	WCOS-F	5 WTCB-F	5 WTCB-F
6	6	WNOK-F	6 WNOK-F	6	6 WTCB-F>>	6	6 WOMG-F	6 WCEZ-F	WOMG-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		73 (2)	73 (2)	11.6	13.4
AOR/CLASSIC		74 (1)	74 (1)	11.7	9.1
AC/OLDIES/SOFT ROCK	7 (1)	101 (4)	108 (5)	17.1	12.0
MOR/VARIETY					
COUNTRY	2 (1)	110 (1)	112 (2)	17.7	22.5
BLACK/URBAN	26 (1)	117 (2)	143 (3)	22.6	26.3
BEAUTIFUL/EASY		49 (1)	49 (1)	7.8	5.9
NEWS/TALK	39 (1)		39 (1)	6.2	6.4
NOSTALGIA					
RELIGION/GOSPEL	34 (2)		34 (2)	5.4	3.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.7
	108 (6)	524 (11)	632 (17)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCOS	1400	Columbia	0.3/1.9
WKWQ-F	95.3	Batesburg/Clmba	0.7/4.5
WODE	1230	Columbia	1.0/2.2
WQXL	1470	Columbia	1.5/2.6
WZNY-F	105.7	Augusta/Aiken	0.3/1.7

RADIO STATIONS

WOIC, 1320, 5 KW/2.5 KW (DA-N), BLACK	MBS, $ 26.00 (---)	John Price	Dale McCaskill
WTGH, 620, 1 KW/125 W (DA-1) , RELIGION	SBN, $ 12.00 (---)		Isaac Heyward
WVOC, 560, 5 KW (DA-N) , NEWS/TALK	CBS, $ 26.00 (Banner)		Jack lovelady
WCEZ-F, 93.5, 3 KW @ 300, BTFL/EZ	NBC, $ 38.00 (Banner)		Jack Lovelady
WCOS-F, 97.9, 100 KW @ 985, COUNTRY	ABC I, $ 75.00 (Mc-Guild)	GHB	Jake Boker
WMFX-F, 102.3, 3 KW @ 322, AOR	, $ 40.00 (Durpetti)	Signature	Chuck Dunaway
WNOK-F, 104.7, 100 KW @ 1004, CHR	ABC R, $ 55.00 (Katz)	Audubon	Fleetwood Gruver
WOMG-F, 103.1, 3 KW @ 300, OLDIES	MBS, $ 27.00 (Banner)	John Price	Dale McCaskill
WSCQ-F, 100.1, 3 KW @ 330, SOFT AC	RADRAD, $ 37.00 (Republic)		Bill Benton
WTCB-F, 106.7, 100 KW @ 580, AC	APR, $ 44.00 (Christal)	Bloomington (ORANGEBURG)	
WWDM-F, 101.3, 100 KW @ 1322, BLACK	US 1, $ 52.00 (HNWH)	(SUMTER)	John Marshall
WYYS-F, 96.7, 2 KW @ 400, CHR	, $ 25.00 (---)		Ken Watts

MISCELLANEOUS COMMENTS: WPRH changes calls to WOMG (Apr.)...WOMG changes from CONTEMP. to OLDIES...WTCB sold by Keymarket to Bloomington for $5,500,000 (Comm. Equity)...WPIG, WWDM-F (Sumter) 35% sold for $3,700,000 (Marshall)...WMFX-F (St. Andrews) sold to Baum by Signature for $5,000,000 (Fischer)...WQXL sold for $136,000...WCOS A/F sold by GHB to Ragan Henry for $12,500,000 (LaRue)...

COLUMBUS, GA

Arbitron Rank/Pop (12+): 151/208,000	Stations: 12/8	1988 Revenue: $7,400,000
	Diaries: 659/316:1/52.2%	HH Inc.: $27,955
MSA Rank/Pop: 173/254,700	Sample Target: 560	Retail $: 1.5 Bil
ADI # 115	% Below Line: 5.2	Pop per Station: 26,000
Average Person Ratings: 15.7	% Not Listed: 13.5	#1 Biller: WNKS-F $1,500,000
Market TSL: 21.25 hours		

12+ METRO		1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WGSY-F	(AC)	50/15.3	----	7.5	----	8.6	----	59/722	511/24.6	16.9	20.3	152				WGSY-F
2. WSTH-F	(C)	45/13.8	----	11.9	----	9.9	----	153/1294	485/23.3	16.5	13.7	103				WSTH-F
3. WCGQ-F	(CHR)	39/11.9	----	14.8	----	14.2	----	73/1078	531/25.5	31.6	27.9	67				WCGQ-F
4. WFXE-F	(B)	36/11.0	----	16.4	----	16.6	----	42/637	518/24.9	28.9	25.7	108				WFXE-F
5. WOKS	(B)	35/10.7	----	12.3	----	13.6	----	37/388	357/17.2	17.4	19.8	101				WOKS
6. WAGH-F	(B)	25/ 7.6	----	----	----	----	----	28/415	363/17.5	0.0	0.0	83				WAGH-F
7. WNKS-F	(CHR)	20/ 6.1	----	11.3	----	11.9	----	65/988	418/20.1	23.3	21.6	74				WNKS-F
8. WRCG	(BB)	16/ 4.9	----	7.5	----	5.0	----	17/247	225/10.8	9.4	10.1	69				WRCG
9.																
10.																

12+ FM SHARE (METRO): 81.98% (232 of 283) (SPG 88: 72.69%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WCGQ-F>>	1 WCGQ-F	1 WGSY-F>	1 WGSY-F>>	1 WGSY-F>	1 WSTH-F<	1 WGSY-F	1 WGSY-F	1 WGSY-F	1 WFXE-F	1 WGSY-F
2 WAGH-F	2 WGSY-F	2 WCGQ-F	2 WFXE-F	2 WSTH-F	2 WOKS	2 WSTH-F	2 WSTH-F	2 WFXE-F<	2 WCGQ-F	2 WFXE-F
3 WNKS-F	3 WFXE-F	3 WFXE-F	3 WSTH-F	3 WFXE-F	3 WGSY-F>	3 WCGQ-F	3 WOKS	3 WSTH-F	3 WGSY-F	WAGH-F>>
WFXE-F>	4 WSTH-F	4 WSTH-F	4 WOKS	4 WOKS >	4 WRCG	4 WFXE-F	4 WCGQ-F>	4 WCGQ-F>	4 WOKS	4
5 WGSY-F>>	WAGH-F	5 WAGH-F	WCGQ-F	5 WCGQ-F	5 WFXE-F>>	5	5 WFXE-F	5 WAGH-F	WAGH-F	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WSTH-F	1 WGSY-F>	1 WGSY-F>>	1 WGSY-F>>	1 WGSY-F>
WNKS-F	2 WSTH-F	2 WSTH-F	2 WSTH-F	2 WSTH-F>
WFXE-F>	3 WFXE-F	3 WFXE-F	3 WFXE-F	3 WOKS
4 WCGQ-F	4 WCGQ-F	WCGQ-F	WCGQ-F>	WFXE-F
WAGH-F>	WAGH-F	WAGH-F>>	5 WNKS-F	WCGQ-F
6 WGSY-F>>			WAGH-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WCGQ-F>>	1 WCGQ-F>	1 WGSY-F	1 WGSY-F	1 WGSY-F>
2 WAGH-F>	2 WFXE-F	WFXE-F>>	WCGQ-F	2 WFXE-F
3 WSTH-F	3 WAGH-F	3 WCGQ-F>	3 WFXE-F>	3 WOKS
WNKS-F	4 WGSY-F	4 WEKS-F	4 WAGH-F	4 WSTH-F>
WFXE-F>>	5 WSTH-F	WSTH-F	5 WSTH-F	5 WCGQ-F
	WNKS-F	WOKS		WAGH-F
		WNKS-F		
		WAGH-F		

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		59 (2)	59 (2)	20.8	16.0
AOR/CLASSIC					
AC/OLDIES/SOFT ROCK		50 (1)	50 (1)	17.7	9.9
MOR/VARIETY					
COUNTRY		45 (1)	45 (1)	15.9	29.4
BLACK/URBAN	35 (1)	70 (4)	105 (5)	37.1	35.2
BEAUTIFUL/EASY		3 (1)	3 (1)	1.1	
NEWS/TALK					
NOSTALGIA	16 (1)		16 (1)	5.7	8.2
RELIGION/GOSPEL		5 (1)	5 (1)	1.8	1.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	51 (2)	232 (10)	283 (12)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WSTH	540	Columbus	
WEKS-F	104.1	LaGrange	1.5/8.3
WJIZ-F	96.3	Albany	1.2/2.6
WPCH-F	94.9	Atlanta	0.9/2.1
WVFJ-F	93.3	Manchester	1.5/3.8

RADIO STATIONS

WOKS, 1340, 1 KW (DA-1)	, BLACK	SBN, NBN, $	19.00 (Katz)	Davis	Greg Davis
WRCG, 1420, 5 KW (DA-N)	, NOSTALGIA	CBS, $	14.00 (Christal)		Joe McClure
WAGH-F, 98.3, 3 KW @ 233	, BLACK	, $	20.00 (---)	(FORT MITCHELL)	Art Angell
WCGQ-F, 107.3, 100 KW @ 1011	, CHR	ABC C, $	29.00 (Christal)		Joe McClure
WFXE-F, 104.9, 3 KW @ 300	, BLACK	ABC F, $	33.00 (Katz)	Davis	Greg Davis
WGSY-F, 100.1, 3 KW @ 300	, AC	, $	35.00 (Torbet)	Woodfin	Ken Woodfin
WNKS-F, 102.9, 100 KW @ 1521	, CHR	ABC R, $	36.00 (Mc-Guild)		Jim Martin
WSTH-F, 106.1, 100 KW @ 800	, COUNTRY	ABC E, $	30.00 (Mc-Guild)	(ALEXANDER CITY)	Glenn Burton

MISCELLANEOUS COMMENTS: WDAK changes calls to WSTH (Nov. 88)...WDAK changes from OLDIES to AC (Nov. 88)...

COLUMBUS, OH

Arbitron Rank/Pop (12+): 33/1,088,000

MSA Rank/Pop: 35/1,320,300
ADI # 33
Average Person Ratings: 16.4
Market TSL: 21.75 hours

Stations: 21/18
Diaries: 1408/773:1/55.9%
Sample Target: 1280
% Below Line: 2.8
% Not Listed: 13.1

1988 Revenue: $38,500,000
HH Inc.: $32,109
Retail $: 9.8 Bil
Pop per Station: 60,444
#1 Biller: WLVQ-F $7,000,000

12+ METRO		1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WNCI-F	(CHR)	285/16.0	13.6	12.4	12.0	11.4	13.5	350/4529	3346/30.8	26.8	25.6	91	16.9	322	4128	WNCI-F
2. WSNY-F	(AC)	192/10.8	10.3	11.1	8.8	12.1	10.3	203/2792	2605/23.9	22.0	24.1	138	8.5	162	2017	WSNY-F
3. WLVQ-F	(AOR)	171/ 9.6	9.1	9.8	9.2	7.9	9.4	187/2526	2114/19.4	21.1	16.8	108	12.0	229	2259	WLVQ-F
4. WBNS-F	(EZ)	135/ 7.6	8.0	8.1	8.6	9.2	8.1	160/2176	1835/16.9	17.6	18.1	76	4.9	94	1685	WBNS-F
5. WTVN	(MOR)	125/ 7.0	6.8	8.3	8.0	10.1	7.5	168/2434	1772/16.3	19.4	19.3	113	5.9	113	1510	WTVN
6. WHOK-F	(C)	100/ 5.6	6.6	4.3	5.1	5.3	5.4	171/1905	1091/10.0	10.3	9.9	129	3.6	69	1107	WHOK-F
7. WXGT-F	(CHR)	97/ 5.4	6.5	5.9	7.0	6.8	6.2	110/2455	2079/19.1	20.3	20.0	54	7.1	135	2176	WXGT-F
8. WMGG-F	(AOR)	93/ 5.2	4.1	5.0	6.1	5.9	5.1	102/1786	1630/15.0	14.8	12.6	106	7.5	142	1892	WMGG-F
9. WVKO	(B)	70/ 3.9	4.4	4.1	4.5	2.5	4.2	70/711	711/ 6.5	7.3	6.7	115	4.4	84	1220	WVKO
10. WMNI	(C)	47/ 2.6	2.7	2.5	2.4	2.8	2.5	48/571	562/ 5.2	5.2	5.3	65	2.9	56	923	WMNI
11. WBBY-F	(J/NA)	37/ 2.1	1.5	1.8	2.2	1.9	1.9	37/725	674/ 6.2	6.0	6.0	95	2.7	52	811	WBBY-F
12. WLW	(MOR)	36/ 2.0	1.3	1.8	1.7	2.6	1.7	87/1370	670/ 6.2	5.5	6.7	75	2.6	49	587	WLW
13. WXLE-F	(O)	35/ 2.0	2.6	2.1	2.0	1.1	2.2	44/840	696/ 6.4	5.9	4.6	155	1.5	28	648	WXLE-F
14. WCOL	(BB)	34/ 1.9	3.5	3.3	2.6	3.0	2.8	34/645	639/ 5.9	7.1	6.5	37	3.3	62	829	WCOL
15. WRFD	(REL)	21/ 1.2	1.2	1.3	1.2	1.2	1.2	25/399	279/ 2.6	4.3	3.4	100	1.0	20	357	WRFD

12+ FM SHARE (METRO): 76.71% (1189 of 1550) (SPG 88: 72.51%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNCI-F>>	1 WNCI-F	1 WNCI-F	1 WNCI-F<	1 WSNY-F<	1 WBNS-F	1 WNCI-F>	1 WNCI-F	1 WNCI-F>	1 WNCI-F>	1 WBNS-F<
2 WXGT-F>>	2 WLVQ-F>	2 WSNY-F	2 WSNY-F>	2 WNCI-F>	2 WTVN	2 WSNY-F<	2 WSNY-F	2 WSNY-F	2 WSNY-F	2 WNCI-F
3	3 WSNY-F	3 WLVQ-F>	3 WLVQ-F>	3 WLVQ-F	3 WSNY-F>	3 WTVN	3 WLVQ-F	3 WLVQ-F>	3 WLVQ-F	3 WLVQ-F
4	4 WMGG-F>	4 WMGG-F	4 WTVN	4 WTVN	4 WHOK-F<	4 WLVQ-F>	4 WBNS-F>	4 WBNS-F	4 WXGT-F	4 WSNY-F
5	5 WXGT-F	5	5 WMGG-F	5 WHOK-F	5 WNCI-F	5 WBNS-F	5 WTVN	5 WTVN	5 WMGG-F	WHOK-F<
6	6	6	6 WHOK-F	6	6	6 WHOK-F	6 WMGG-F	6 WMGG-F	6	6 WTVN

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNCI-F>>	1 WNCI-F>>	1 WNCI-F>	1 WNCI-F>	1 WNCI-F<	1 WLVQ-F<	1 WLVQ-F>	1 WLVQ-F>	1 WLVQ-F	1 WLVQ-F
2 WLVQ-F	2 WSNY-F	2 WSNY-F>	2 WSNY-F>	2 WSNY-F>>	2 WNCI-F>	2 WNCI-F>	2 WNCI-F	2 WNCI-F	2 WSNY-F
3 WXGT-F	3 WLVQ-F>	3 WLVQ-F>	3 WLVQ-F>	3 WTVN	3 WMGG-F>	3 WMGG-F	3 WMGG-F	3 WSNY-F	3 WNCI-F
4 WSNY-F	4 WXGT-F	4 WVKO	4 WTVN <	4 WBNS-F>	4 WXGT-F	4 WSNY-F>	4 WSNY-F>	4 WMGG-F>	4 WHOK-F
WMGG-F>>	5 WMGG-F	5 WMGG-F	5 WXGT-F	5 WLVQ-F	5 WSNY-F>>	5 WXGT-F<	5 WHOK-F	5 WHOK-F	5 WMGG-F
6	6 WVKO	6 WXGT-F	6	6	6	6 WHOK-F	6 WVKO >>	6	6 WTVN

FORMATS	AM	FM	TOTAL	%	SPG 88 %
BOP 40/CHR/CONTEMP		389 (3)	389 (3)	25.1	20.4
AOR/CLASSIC		264 (2)	264 (2)	17.0	15.5
AC/OLDIES/SOFT ROCK	10 (1)	239 (3)	249 (4)	16.1	14.4
MOR/VARIETY	179 (3)		179 (3)	11.5	16.2
COUNTRY	47 (1)	107 (2)	154 (3)	9.9	9.7
BLACK/URBAN	70 (1)	18 (1)	88 (2)	5.7	6.7
BEAUTIFUL/EASY		135 (1)	135 (1)	8.7	10.3
NEWS/TALK					
NOSTALGIA	34 (1)		34 (1)	2.2	3.3
RELIGION/GOSPEL	21 (1)		21 (1)	1.4	1.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		37 (1)	37 (1)	2.4	2.1
UNKNOWN/OTHERS					
	361 (8)	1189 (13)	1550 (21)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBNS	1460	Columbus	1.0/4.4
WCKX-F	106.3	London/Columbus	1.0/3.6
WCLT-F	100.3	Newark	0.7/2.6
WLOH	1320	Lancaster	0.6/1.4
WLW	700	Cincinnati	2.0/6.2
WMRN-F	106.9	Marion	0.4/1.0
WQIO-F	93.7	Mt. Vernon	0.4/1.8

AM STATIONS

WBNS	1460	5 KW/1 KW (DA-N)	MOR	ABC I, APR	$ 35.00	(Banner)	Columbus Dispatch	Tom Stewart
WCOL	1230	1 KW	NOSTALGIA	SMN, CBS	$ 30.00	(Christal)	Great Trails	Randall Rahe
WMNI	920	1 KW/500 W (DA-2)	COUNTRY	MBS, NBC	$ 33.00	(Torbet)		Mark Jividen
WRFD	880	9 KW (DAYS, DA)	RELIGION	CNN	$ 20.00	(---)	Salem	Bill Caridas
WTVN	610	5 KW (DA-N)	MOR	ABC E	$ 115.00	(Katz)	Great American	Perry Frey
WVKO	1580	1 KW/250 W (DA-2)	BLACK	SBN	$ 34.00	(Mc-Guild)	Saga	Al Fetch

FM STATIONS

WBBY	103.9	2.7 KW @ 360	JAZZ	US 2	$ 32.00	(---)		Jim Pidcock
WBNS	97.1	36 KW @ 660	BTFL/EZ		$ 70.00	(Banner)	Columbus Dispatch	Tom Stewart
WCKX	106.3	3 KW @ 328	BLACK	NBN	$ 30.00	(Roslin)	(LONDON)	Jack Harris
WHOK	95.5	50 KW @ 492	COUNTRY	APR	$ 46.00	(Christal)		Bill France
WLVQ	96.3	18 KW @ 753	AOR		$ 143.00	(Katz)	Great American	Tom Thon
WMGG	99.7	50 KW @ 500	CLASSIC AOR		$ 62.00	(Torbet)		Mark Jividen
WNCI	97.9	175 KW @ 565	CHR	APR	$ 144.00	(MMR)	Nationwide	Dan Morris
WSNY	94.7	22 KW @ 753	AC		$ 134.00	(Mc-Guild)	Saga	Al Fetch
WXGT	92.3	22 KW @ 753	CHR	RADRAD	$ 70.00	(Christal)	Great Trails	Randall Rahe
WXLE	103.1	1.5 KW @ 455	OLDIES	ABC F, MBS	$ 31.00	(Durpetti)	Ragen Henry (LANCASTER)	Christine Graves

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

CORPUS CHRISTI

Arbitron Rank/Pop (12+): 123/290,200

MSA Rank/Pop: 128/363,900
ADI # 123
Average Person Ratings: 17.7
Market TSL: 23.5 hours

Stations: 19/18
Diaries: 708/410:1/52.4%
Sample Target: 650
% Below Line: 0.4
% Not Listed: 10.9

1988 Revenue: $7,500,000
HH Inc.: $31,129
Retail $: 2.4 Bil
Pop per Station: 16,122
#1 Biller: KOUL-F $1,400,000

12+ METRO		1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KZFM-F	(CHR)	67/13.0	14.5	15.1	14.5	14.5	----	109/1375	950/32.7	30.6	34.2	71	15.6	82	1185	KZFM-F
2. KOUL-F	(C)	66/12.8	14.9	16.9	13.0	12.4	----	99/1140	782/26.9	30.8	22.2	123	16.8	88	886	KOUL-F
3. KUNO	(SP)	48/ 9.3	7.4	8.2	11.1	7.7	----	55/451	396/13.6	12.4	10.8	73	6.5	34	444	KUNO
4. KNCN-F	(AOR)	44/ 8.6	9.3	10.5	7.5	11.6	----	60/626	469/16.2	18.0	20.3	107	9.5	50	632	KNCN-F
5. KRYS-F	(C)	39/ 7.6	8.2	8.2	8.1	9.3	----	62/982	589/20.3	17.9	18.1	112	11.8	62	672	KRYS-F
6. KJKC-F	(CHR)	36/ 7.0	6.3	6.2	7.5	8.1	----	37/573	510/17.6	15.9	22.4	34	7.3	38	645	KJKC-F
7. KEYS	(O)	29/ 5.6	3.5	5.8	3.8	1.5	----	30/387	334/11.5	13.0	7.4	146	3.6	19	263	KEYS
8. KMXR-F	(AC)	27/ 5.3	4.5	1.9	3.2	4.4	----	32/562	445/15.3	8.5	10.9	142	2.1	11	225	KMXR-F
9. KCCT	(SP)	19/ 3.7	4.1	7.0	6.0	3.9	----	22/394	281/ 9.7	12.0	10.8	111	3.1	16	321	KCCT
10. KLTG-F	(AC)	16/ 3.1	6.5	3.9	3.4	7.4	----	20/530	426/14.7	10.8	10.9	132	3.1	16	250	KLTG-F
11. KWVS-F	(AC)	14/ 2.7	----	----	----	----	----	14/193	180/ 6.2	0.0	0.0	152	2.1	11	148	KWVS-F
KDAE	(EZ)	14/ 2.7	2.0	2.3	2.4	0.4	----	15/144	134/ 4.6	3.6	1.6	52	1.7	9	131	KDAE
13. KSIX	(EZ)	12/ 2.3	2.6	1.4	2.4	2.7	----	13/233	194/ 6.7	5.0	5.3	61	0.8	4	125	KSIX
14. KRYS	(C)	9/ 1.8	2.6	1.2	1.7	1.9	----	12/231	189/ 6.5	5.1	7.0	94	2.1	11	187	KRYS
15. KCTA	(REL)	7/ 1.4	1.7	1.2	3.0	1.5	----	11/153	118/ 4.1	4.9	3.8	143	1.7	9	124	KCTA

12+ FM SHARE (METRO): 69.21% (317 of 458) (SPG 88: 69.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZFM-F	1 KNCN-F	1 KOUL-F	1 KOUL-F>	1 KOUL-F>	1 KUNO	1 KOUL-F<	1 KOUL-F>	1 KZFM-F<	1 KZFM-F>	1 KUNO
2 KJKC-F>>	2 KZFM-F<	2 KZFM-F	2 KNCN-F	2 KZFM-F	2 KOUL-F>	2 KUNO	2 KZFM-F	2 KOUL-F>	2 KNCN-F	2 KNCN-F
3	3 KOUL-F>	3 KNCN-F	3 KZFM-F	KNCN-F	3 KEYS	3 KZFM-F	3 KNCN-F	3 KNCN-F	KJKC-F	3 KRYS-F
4	4 KRYS-F	4 KRYS-F	4 KRYS-F	4 KRYS-F	4 KRYS-F	4 KRYS-F	4 KRYS-F	4 KRYS-F	4 KUNO	4 KJKC-F
5	5 KMXR-F	5	5 KEYS	5 KEYS	KCCT	5 KNCN-F	5 KUNO	KMXR-F	5 KOUL-F	5 KZFM-F
6	6	6	6 KMXR-F	6 KMXR-F	6	KEYS	6 KMXR-F	6 KJKC-F	6 KRYS-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KZFM-F	1 KOUL-F<	1 KOUL-F	1 KOUL-F<	1 KOUL-F>	1 KNCN-F	1 KNCN-F>>	1 KNCN-F>>	1 KNCN-F	1 KOUL-F
2 KJKC-F	2 KZFM-F	2 KMXR-F>	2 KZFM-F>	2 KZFM-F	2 KZFM-F>>	2 KZFM-F	2 KOUL-F>	2 KOUL-F>	2 KNCN-F>
3 KRYS-F	3 KRYS-F	3 KZFM-F	3 KRYS-F>	3 KUNO	3 KOUL-F	3 KOUL-F>	3 KRYS-F	3 KZFM-F>	3 KZFM-F
4 KOUL-F>	4 KMXR-F	4 KRYS-F	4 KMXR-F	KRYS-F	KJKC-F>>	4 KRYS-F	4 KZFM-F	4 KRYS-F	KRYS-F
5 KNCN-F	5 KNCN-F	KNCN-F	5 KJKC-F	KEYS	5	5	5 KMXR-F	5	5 KEYS
6	KJKC-F	6	KEYS	6 KMXR-F	6	6	KEYS	6	6 KMXR-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		103 (2)	103 (2)	22.5	22.9
AOR/CLASSIC		44 (1)	44 (1)	9.6	11.4
AC/OLDIES/SOFT ROCK	29 (1)	57 (3)	86 (4)	18.8	12.5
MOR/VARIETY					
COUNTRY	10 (2)	107 (3)	117 (5)	25.5	30.1
BLACK/URBAN					
BEAUTIFUL/EASY	26 (2)		26 (2)	5.7	4.0
NEWS/TALK					0.4
NOSTALGIA					
RELIGION/GOSPEL	7 (1)		7 (1)	1.5	1.3
SPANISH	67 (2)	6 (1)	73 (3)	15.9	17.4
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	2 (1)		2 (1)	0.4	
	141 (9)	317 (10)	458 (19)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KKHQ-F	98.3	Odem/CorpusChrs	1.2/4.4
KSJL	760	San Antonio	0.4/1.6

RADIO STATIONS

KCCT, 1150, 1 KW/500 W (DA-2)	HISPANIC	CRC,	$ 20.00 (Caballero)		Manuel Davila
KCTA, 1030, 50 KW (DAYS)	RELIGION	APR,	$ 12.00 (---)		Bob Trask
KDAE, 1590, 1 KW/500 W (DA-2)	EZ	,	$ 13.00 (Mc-Guild)	(SINTON)	Steve DeWalt
KEYS, 1440, 1 KW (DA-N)	OLDIES	CNN,	$ 18.00 (Banner)		Larry Safir
KRYS, 1360, 1 KW	COUNTRY	ABC I,	$ N/A (Durpetti)		Don Hibbitts
KSIX, 1230, 1 KW	BTFL/EZ	CBS, MBS,	$ [illegible].00 (---)		Vann Kennedy
KUNO, 1400, 1 KW	HISPANIC	,	$ 2[illegible] (Katz Hisp.)		Luis Munoz
KJKC-F, 105.5, 3 KW @ 300	CHR	ABC C,	$ 24[illegible] (Christal)		Jon Cohen
KKHQ-F, 98.3, 3 KW @ 300	HISPANIC	,	$ 1[illegible] (Lotus)	(ODEM)	Lynn Poynor
KLTG-F, 96.5, 100 KW @ 870	SOFT AC	,	$ 2[illegible]0 (Mc-Guild)		Steve DeWalt
KMXR-F, 93.9, 100 KW @ 900	AC/OLDIES	,	$ [illegible] (Christal)		Thom Smith
KNCN-F, 101.3, 100 KW @ 380	AOR	,	$ 30.00 (Torbet)		John Marion
KRYS-F, 99.1, 100 KW @ 880	COUNTRY	,	$ 31.00 (Durpetti)		Don Hibbitts
KWVS-F, 97.7, 3 KW @ 150	AC	,	$ 15.00 (Republic)	(KINGSVILLE)	---
KZFM-F, 95.5, 100 KW @ 690	CHR	,	$ 35.00 (Banner)		Larry Safir
KOUL-F, 103.7, 100 KW @ 950	COUNTRY	APR,	$ 40.00 (Mc-Guild)		Bob Trask

MISCELLANEOUS COMMENTS: KSTE-F changes calls to KMXR-F (Apr.)...KWVS changes from ? to AC (Jan)...KDUV-F changes calls KWVS-F (Jan)...KWVS changes from ? to AC (Jan).

DALLAS-FT. WORTH

Arbitron Rank/Pop (12+): 8/3,111,900

MSA Rank/Pop: Dallas: 12/2,477,400
ADI # 8 Ft. Worth: 37/1,306,800
Average Person Ratings: 18.3
Market TSL: 24.00 hours

Stations: 31/31
Diaries: 2244/1387:1/51.2%
Sample Target: 2200
% Below Line: 0.0
% Not Listed: 6.4

1988 Revenue: $121,200,000
HH Inc.: $36,977
Retail $: 28.2 Bil
Pop per Station: 100,383
#1 Biller: KVIL-AF $19,000,000

12+ METRO		1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KVIL-AF	(AC)	491/ 8.6	9.3	8.3	6.9	10.0	8.3	513/5323	4957/15.9	16.8	20.4	130	8.5	493	4558	KVIL-AF
2. KPLX-F	(C)	414/ 7.3	6.6	6.5	6.7	7.0	6.8	442/5762	5175/16.6	14.2	14.3	114	7.1	428	4192	KPLX-F
3. KSCS-F	(C)	391/ 6.9	6.7	7.4	6.2	6.2	6.8	420/5676	5050/16.2	16.4	14.3	116	8.3	499	4631	KSCS-F
4. WBAP	(C)	375/ 6.6	5.1	6.2	6.4	6.7	6.1	635/7874	4915/15.8	14.3	15.5	94	5.5	330	3640	WBAP
5. KKDA-F	(B)	338/ 5.9	8.5	7.2	6.9	8.0	7.1	405/4558	3852/12.4	14.0	11.8	75	8.5	513	5029	KKDA-F
6. KEGL-F	(CHR) **	253/ 4.4	4.5	4.5	4.9	5.0	4.6	290/5497	4784/15.4	16.0	16.6	59	5.6	334	5127	KEGL-F
7. KRLD	(N)	248/ 4.3	4.8	5.9	5.3	4.9	5.1	291/5414	4426/14.2	20.6	16.0	74	4.1	245	3862	KRLD
8. KJMZ-F	(B)	247/ 4.3	3.4	4.7	5.6	5.1	4.5	251/3933	3725/12.0	10.0	9.3	60	6.1	366	4264	KJMZ-F
9. KHYI-F	(CHR)	245/ 4.3	4.8	5.0	6.3	5.3	5.1	265/4966	4689/15.1	15.1	14.8	67	5.8	347	5199	KHYI-F
10. KMEZ-F	(EZ)	227/ 4.0	4.4	1.6	2.4	1.5	3.1	248/2890	2607/ 8.4	5.9	4.5	60	2.2	135	1956	KMEZ-F
11. KTXQ-F	(AOR)	203/ 3.6	3.6	3.4	4.3	4.0	3.7	215/3970	3550/11.4	11.3	11.2	108	4.0	242	3080	KTXQ-F
12. KOAI-F	(J/NA)	186/ 3.3	2.3	2.6	2.3	2.5	2.6	193/2937	2772/ 8.9	8.0	7.2	142	2.8	166	2167	KOAI-F
13. KLUV-F	(O)	175/ 3.1	3.8	3.4	4.8	2.9	3.8	205/3537	3092/ 9.9	10.1	9.2	145	2.5	151	2273	KLUV-F
14. KLTY-F	(REL)	160/ 2.8	2.4	2.7	1.8	2.3	2.4	169/2536	2199/ 7.1	6.3	4.8	121	3.9	232	1792	KLTY-F
15. KQZY-F	(AC)	157/ 2.8	3.7	2.8	2.7	3.4	3.0	181/2708	2467/ 7.9	8.2	9.0	118	2.5	148	1543	KQZY-F
16. KZPS-F	(O)	153/ 2.7	2.4	2.7	2.6	3.0	2.6	173/3136	2732/ 8.8	8.6	8.4	137	2.7	162	2135	KZPS-F
17. KLIF	(T)	152/ 2.7	2.6	3.3	2.8	2.3	2.8	160/2162	2025/ 6.5	8.5	5.8	93	1.9	115	1577	KLIF
18. KKDA	(B)	149/ 2.6	1.7	1.7	1.6	0.6	1.9	151/1358	1308/ 4.2	3.6	2.3	119	1.4	86	1069	KKDA
19. KMGC-F	(AC)	134/ 2.3	2.3	2.5	2.6	2.9	2.4	138/2510	2412/ 7.8	8.2	9.8	122	2.3	141	2167	KMGC-F
20. KZEW-F	(AOR)	126/ 2.2	2.4	2.6	2.4	2.0	2.4	146/2587	2252/ 7.2	9.6	9.0	95	2.6	158	2258	KZEW-F
21. KHVN	(REL)	100/ 1.8	2.5	1.9	1.7	2.0	2.0	107/1069	1051/ 3.4	3.6	3.7	100	0.9	54	738	KHVN
22. KAAM	(BB)	94/ 1.6	0.9	1.3	0.9	1.7	1.2	95/1045	1011/ 3.2	3.1	2.8	25	1.0	63	940	KAAM
23. WRR -F	(CL)	80/ 1.4	1.7	1.4	1.3	1.0	1.5	88/1547	1428/ 4.6	3.9	3.1	121	1.5	89	1271	WRR -F
KZRK-F	(AOR)	80/ 1.4	0.7	0.7	0.5	0.7	0.8	102/1144	924/ 3.0	2.2	1.9	29	2.3	141	1559	KZRK-F
25. KESS	(SP)	40/ 0.7	1.5	1.0	1.6	1.8	1.2	40/599	599/ 1.9	2.6	2.3	114	0.6	35	697	KESS

**STATION DETERMINED TO HAVE ENGAGED IN A SPECIAL STATION ACTIVITY

12+ FM SHARE (METRO): 76.05% (4064 of 5344) (SPG 88: 76.96%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHYI-F	1 KKDA-F	1 KVIL-AF	1 KVIL-AF>	1 KVIL-AF>	1 KVIL-AF<	1 KVIL-AF>	1 KVIL-AF>	1 KVIL-AF	1 WBAP	1 WBAP
2 KEGL-F	2 KVIL-AF<	2 KPLX-F<	2 KPLX-F<	2 KPLX-F	2 WBAP	2 KSCS-F<	2 KPLX-F	2 KSCS-F<	2 KKDA-F	2 KPLX-F
3 KJMZ-F	3 KTXQ-F	3 KSCS-F	3 KSCS-F>	3 KSCS-F	3 KPLX-F	3 WBAP	3 KSCS-F	3 KPLX-F	3 KJMZ-F	3 KSCS-F
4 KKDA-F>>	4 KEGL-F<	4 KKDA-F>	4 WBAP	4 WBAP	4 KSCS-F<	KPLX-F	4 WBAP <	4 WBAP <	4 KEGL-F	4 KKDA-F
5	5 KJMZ-F<	5 KTXQ-F	5 KOAI-F<	5 KOAI-F	5 KRLD	5 KKDA-F<	5 KMEZ-F	5 KKDA-F	5 KHYI-F	5 KVIL-F>
6	6 KSCS-F	6 KJMZ-F<	6 KLUV-F<	6 KLUV-F<	6 KMEZ-F>	6 KRLD	6	6 KHYI-F	6 KPLX-F<	6 KRLD >
7	7 KPLX-F	7 KEGL-F<	7 KKDA-F	7 KKDA-F	7 KLIF	7	7	KEGL-F	7 KVIL-AF	7
8	8 KLTY-F	8 WBAP	8 KTXQ-F	8	8	8	8	8	8	8
9	9	KOAI-F<	9 KZPS-F	9	9	9	9	9	9	9
10	10	10 KLUV-F	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KJMZ-F	1 KVIL-AF>	1 KVIL-AF>	1 KVIL-AF>	1 KVIL-AF>	1 KKDA-F>	1 KKDA-F	1 KTXQ-F>	1 KKDA-F	1 WBAP
2 KEGL-F	2 KPLX-F	2 KPLX-F	2 KPLX-F	2 KPLX-F	2 KZEW-F<	2 KTXQ-F>	2 KKDA-F	2 KTXQ-F	2 KSCS-F
3 KKDA-F	3 KSCS-F	3 KSCS-F	3 KSCS-F>	3 KSCS-F>	3 KTXQ-F	3 KZEW-F	3 WBAP	3 WBAP <	3 KVIL-AF<
4 KHYI-F<	4 KKDA-F	4 KLTY-F	4 KKDA-F	4 KLUV-F	4 KEGL-F<	4 KEGL-F	4 KSCS-F<	4 KSCS-F<	4 KPLX-F
5 KPLX-F<	5 KJMZ-F	5 KKDA-F	5 KLTY-F<	5 KQZY-F	5 KZRK-F	5 KJMZ-F	5 KZPS-F<	5 KOAI-F	5 KOAI-F
6 KSCS-F	6 KEGL-F<	6	6 KJMZ-F	KLTY-F	6 KJMZ-F>>	6 KZPS-F	6 KOAI-F<	6 KPLX-F<	6 KTXQ-F
7 KLTY-F	7 KLTY-F	7	7	KKDA-F	7	KOAI-F<	7 KVIL-AF<	7 KVIL-AF<	7
8 KVIL-AF	8 KHYI-F	8	8	8	8	8 KSCS-F	8 KZEW-F	8 KZEW-F	8
9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		498 (2)	498 (2)	9.3	10.9
AOR/CLASSIC		409 (3)	409 (3)	7.7	7.1
AC/OLDIES/SOFT ROCK	43 (2)	1097 (5)	1140 (7)	21.3	24.6
MOR/VARIETY					
COUNTRY	375 (1)	805 (2)	1180 (3)	22.1	21.2
BLACK/URBAN	149 (1)	585 (2)	734 (3)	13.7	10.8
BEAUTIFUL/EASY	12 (1)	227 (1)	239 (2)	4.5	5.6
NEWS/TALK	400 (2)		400 (2)	7.5	7.6
NOSTALGIA	125 (2)		125 (2)	2.3	1.8
RELIGION/GOSPEL	100 (1)	160 (1)	260 (2)	4.9	4.9
SPANISH	76 (2)		76 (2)	1.4	1.9
CLASSICAL		80 (1)	80 (1)	1.5	1.0
JAZZ/NEW AGE		186 (1)	186 (1)	3.5	2.7
UNKNOWN/OTHERS		17 (1)	17 (1)	0.3	
	1280 (12)	4064 (19)	5344 (31)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KFJZ	870	Ft. Worth/Dalls	0.5/1.2
KJZY-F	99.1	Denton/Dallas	0.3/1.1
KLDD	570	Dallas	0.5/2.4
KMEZ	1480	Dallas	0.2/0.7
KSSA	1600	Plano	0.6/1.5

AM STATIONS

KAAM,	1310,	5 KW (DA-N)	, NOSTALGIA	, $ 45.00	(Durpetti)	Bonneville	Tom Glade
KESS,	1270,	5 KW (DA-1)	, HISPANIC	, $ 53.00	(Caballero)		Mike Bradley
KHVN,	970,	1 KW/270 W	, GOSPEL	NBN, $ 45.00	(Mc-Guild)	Gilmore	John Butler
KKDA,	730,	500 W (DAYS)	, BLACK	APR, $ N/A	(Katz)		Hymen Childs
KLDD,	570,	5 KW (DA-2)	, OLDIES	US 1, $ 43.00	(MMR)	Anchor	David McNamee
KLIF,	1190,	50 KW/5 KW (DA-2)	, TALK	NBC, $ 75.00	(Eastman)	Susquehanna	Dan Halyburton
KNRB,	1360,	5 KW/1 KW (DA-2)	, RELIGION	CBN, $ 32.00	(----)	Marsh	
KRLD,	1080,	50 KW (DA-N)	, NEWS	CBS, $ 205.00	(CBS)	Command	Michael Ewing
KPBC,	1040,	1 KW (DAYS, DA)	, RELIGION	, $ 43.00	(---)	Crawford	Bill MacCormick
KSKY,	660,	10 KW/500 W (DA-N)	, RELIGION	, $ 25.00	(---)	Broadcasting Partners	Dena Collins

WBAP, WBAP 820, 50 KW , COUNTRY

ABC I, $ 190.00 (Banner) Cap Cities/ABC John Hare

FM STATIONS

KHYI,	94.9,	33 KW @ 1509,	CHR	, $ 130.00	(MMR)	Evergreen	Dave Spence
KJMZ,	100.3,	89 KW @ 1280,	BLACK	US 1, $ 110.00	(Mc-Guild)	Summit	Jim Stanton
KKDA,	104.5,	98 KW @ 1585,	BLACK	APR, $ 178.00	(Katz)		Hymen Childs
KEGL,	97.1,	97 KW @ 1460,	CHR	ABC C, $ 154.00	(Torbet)	Sandusky	Ed Woodka
KLTY,	94.1,	100 KW @ 1585,	RELIGION	ABC F, $ 96.00	(HNWH)		Chuck Gratner
KLUV,	98.7,	98 KW @ 1585,	OLDIES	US 2, $ 117.00	(MMR)	TK	Gil Rozzo
KMEZ,	107.5,	25 KW @ 1264,	BTFL/EZ	US 2, $ 118.00	(Mc-Guild)	Gilmore	John Butler
KMGC,	102.9,	100 KW @ 1572,	SOFT AC/JAZZ	, $ 116.00	(Christal)	Shamrock	Ross Reagan
KOAI,	106.1,	100 KW @ 1585,	JAZZ/NAC	, $ 95.00	(HNWH)	Gannett	Gaiyla Sihan
KPLX,	99.5,	100 KW @ 1680,	COUNTRY	APR, $ 235.00	(Eastman)	Susquehanna	Dan Halyburton
KQZY,	105.3,	100 KW @ 1560,	SOFT AC	, $ 115.00	(Group W)	Westinghouse	Jerry Rhoades
KSCS,	96.3,	99 KW @ 1680,	COUNTRY	, $ 153.00	(Banner)	Cap Cities/ABC	Victor Sansone
KTXQ,	102.1,	100 KW @ 1420,	AOR	ABC R, $ 146.00	(CBS)	CBS	Clint Culp
KVIL,	103.7,	100 KW @ 1550,	AC	, $ 375.00	(Torbet)	Infinity	Jerry Bobo
KZEW,	97.9,	99 KW @ 1680,	AOR	SOURCE, $ 100.00	(MMR)	Anchor	David McNamee
KZPS,	92.5,	96 KW @ 1685,	OLDIES	, $ 100.00	(Durpetti)		Tom Glade
KZRK,	94.5,	100 KW @ 1111,	AOR	SMN, $ 60.00	(Roslin)	(DENTON)	Dennis Grandcolas
WRR ,	101.1,	98 KW @ 1510,	CLASSICAL	, $ 70.00	(CMBS)	City of Dallas	Maurice Loeventha

CALL LETTER CHANGES

KOJO changes to KLTY (Apr.)

FORMAT CHANGES

STATION SALES

KHVN (970) and KMEZ (1480) swapped by Gilmore and Summit...KJZY-F (Denton) sold to Broadcast House for $5,800,000 (Moore)...KZRK-F (Denton) sold for $3,300,000 (Chapman).

DAVENPORT-RI-MOLINE

Arbitron Rank/Pop (12+): 144/314,500

MSA Rank/Pop: 127/366,000
ADI # 80
Average Person Ratings: 17.5
Market TSL: 23.25 hours

Stations: 16/14
Diaries: 704/447:1/55.2%
Sample Target: 720
% Below Line: 1.9
% Not Listed: 10.7

1988 Revenue: $8,500,000
HH Inc.: $34,787
Retail $: 2.4 Bil
Pop per Station: 22,464
#1 Biller: WLLR-F $1,750,000

12+ METRO			1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1.	WPXR-F	(CHR)	87/16.4	16.9	14.5	17.3	10.3	16.3	145/1849	1051/34.7	28.2	23.0	69	21.4	113	1099	WPXR-F
2.	WLLR-F	(C)	65/12.2	15.5	15.3	11.3	11.1	13.6	138/1368	654/21.6	24.3	20.2	110	14.4	76	723	WLLR-F
3.	WXLP-F	(AOR)	59/11.1	13.2	16.1	9.9	8.3	12.6	107/1076	693/22.8	24.2	18.2	92	18.8	99	944	WXLP-F
4.	KUUL-F	(O)	57/10.7	6.6	6.6	11.7	15.2	8.9	108/1388	650/21.4	21.3	35.9	138	7.6	40	565	KUUL-F
5.	WOC	(N/T)	53/10.0	6.2	8.2	11.1	9.0	8.9	57/689	603/19.9	14.3	16.9	64	6.6	35	506	WOC
6.	KRVR-F	(EZ)	45/ 8.5	9.3	9.8	7.6	7.5	8.8	65/792	577/19.0	15.7	16.2	104	5.3	28	387	KRVR-F
7.	KLIO-F	(AC)	39/ 7.3	5.2	6.2	6.8	4.7	6.4	75/941	443/14.6	15.1	13.3	140	6.3	33	436	KLIO-F
8.	WKBF	(C)	19/ 3.6	5.4	5.2	4.9	5.5	4.8	29/377	265/ 8.7	11.3	12.0	50	3.2	17	200	WKBF
9.	WMRZ	(O)	16/ 3.0	2.1	2.8	2.7	1.7	2.7	18/298	264/ 8.7	7.3	6.3	190	1.3	7	221	WMRZ
10.	KFMH-F	(AOR)	11/ 2.1	1.2	2.2	2.3	2.1	2.0	19/314	185/ 6.1	6.4	5.7	152	2.1	11	230	KFMH-F

12+ FM SHARE (METRO): 78.32% (372 of 475) (SPG 88: 77.78%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPXR-F>>	1 WPXR-F<	1 WPXR-F	1 KUUL-F	1 KUUL-F	1 WOC	1 WPXR-F	1 WLLR-F	1 WPXR-F	1 WPXR-F>>	1 WLLR-F
2	2 WXLP-F>	2 WXLP-F<	2 WLLR-F<	2 WLLR-F	2 WLLR-F	WOC	2 WOC	2 KUUL-F	2 KUUL-F<	2 WPXR-F
3	3 KUUL-F	3 KUUL-F	3 WPXR-F	3 WPXR-F	3 KRVR-F>	WLLR-F	3 WPXR-F<	3 WXLP-F<	3 WLLR-F	WOC
4	4 KLIO-F	4 WLLR-F	4 WXLP-F	4 WXLP-F	4 KUUL-F>	4 WXLP-F	4 WXLP-F<	4 WLLR-F>	4 WOC	4 KRVR-F
5	5 WLLR-F>>	5 KLIO-F	5 KLIO-F	KLIO-F	5 WKBF	5 KUUL-F	5 KUUL-F	5 KLIO-F<	5 WXLP-F	5 WXLP-F
6	6	6	6	6	6	6 KRVR-F	KRVR-F	6 KRVR-F	6 KRVR-F	6 KUUL-F
7	7	7	7	7	7	7	7 KLIO-F>>	7 WOC >>	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPXR-F>>	1 WPXR-F>>	1 WPXR-F>	1 WPXR-F>	1 WLLR-F<	1 WXLP-F>>	1 WXLP-F>>	1 WXLP-F	1 WXLP-F	1 KUUL-F
2 WXLP-F	2 WXLP-F	2 WXLP-F	2 KUUL-F	2 WPXR-F	2 WPXR-F	2 WPXR-F<	2 KUUL-F	2 KUUL-F>	2 WXLP-F
3 KLIO-F>	3 KLIO-F	KUUL-F	3 WLLR-F	KUUL-F>	3 KUUL-F>	3 KUUL-F>	3 WPXR-F>	3 WPXR-F	3 WLLR-F
4 KUUL-F>	4 KUUL-F	KLIO-F	4 KLIO-F	4 KRVR-F	4 WLLR-F	4 WLLR-F	4 WMRZ	4 WLLR-F	4 KLIO-F
5 WLLR-F>>	5 WLLR-F>>	5 WLLR-F>>	5 WXLP-F	KLIO-F	5 KLIO-F	KLIO-F	KLIO-F	5 KLIO-F	5
6	6	6	6	6 WXLP-F	6	6	KFMH-F	6	6
							7 WLLR-F		

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		87 (1)	87 (1)	18.3	15.9
AOR/CLASSIC		70 (2)	70 (2)	14.7	20.0
AC/OLDIES/SOFT ROCK	16 (1)	96 (2)	112 (3)	23.6	18.3
MOR/VARIETY	7 (2)		7 (2)	1.5	1.5
COUNTRY	20 (2)	66 (2)	86 (4)	18.1	22.9
BLACK/URBAN					
BEAUTIFUL/EASY		45 (1)	45 (1)	9.5	10.7
NEWS/TALK	60 (2)		60 (2)	12.6	10.7
NOSTALGIA					
RELIGION/GOSPEL		8 (1)	8 (1)	1.7	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	103 (7)	372 (9)	475 (16)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBQC-F	93.5	Bettendorf	1.5/4.3
WKEI	1450	Kewanee	0.8/2.0
WGN	720	Chicago	1.3/4.3
WMT	600	Cedar Rapids	0.6/2.3

RADIO STATIONS

WKBF,	1270,	5 KW (DA-N)	, COUNTRY	CBS, $ 19.00 (Mc-Guild)			Bill Adams
WMRZ,	1230,	1 KW	, OLDIES	, $ 18.00 (HNWH)	Sconnix		Larry Rosmilso
WOC ,	1420,	5 KW (DA-2)	, NEWS/TALK	NBC, ABC T, $ 34.00 (Christal)			Jim Ohara
KFMH-F,	99.7,	50 KW @ 470,	AOR	, $ 16.00 (---)		(MUSCATINE)	John Flambo
KLIO-F,	96.1,	100 KW @ 988,	AC	US 1, $ 25.00 (Eastman)	Arrow		Bill Roth
KRVR-F,	106.5,	60 KW @ 210,	EZ	, $ 24.00 (Christal)	Comm. Service		Jim Glasman
KUUL-F,	103.7,	100 KW @ 1220,	OLDIES	US 2, $ 33.00 (Christal)			Vicki Palmer
WLLR-F,	101.3,	50 KW @ 500,	COUNTRY	, $ 42.00 (HNWH)	Sconnix		Larry Rosmilso
WPXR-F	98.9,	39 KW @ 900,	CHR	ABC R, $ 35.00 (Mc-Guild)	Roth		Bill Adams
WXLP-F,	96.9,	50 KW @ 500,	AOR	, $ 35.00 (Katz)	Goodrich		Jeff Scarpelli

MISCELLANEOUS COMMENTS: KIIK-F changes calls to KUUL-F (May)...KUUL-F changes from AC to OLDIES.
KTSS sold for $70,000.

DAYTON

Arbitron Rank/Pop (12+): 48/802,200

MSA Rank/Pop: 55/935,200
ADI # 49

Average Person Ratings: 16.2

Market TSL: 21.5 hours

Stations: 22/16

Diaries: 1190/674:1/56.1%

Sample Target: 1110

% Below Line: 15.9

% Not Listed: 13.5

1988 Revenue: $22,700,000

HH Inc.: $33,262

Retail $: 6.4 Bil

Pop per Station: 50,137

#1 Biller: WHIO $3,500,000

12+ METRO			1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1.	WTUE-F	(AOR)	120/ 9.2	12.1	14.7	14.1	12.8	12.5	158/2111	1518/18.9	24.8	21.4	128	13.7	173	1993	WTUE-F
2.	WHIO	(MOR)	115/ 8.8	8.4	8.1	9.2	9.7	8.6	118/1749	1594/19.9	16.6	16.7	69	8.2	103	1528	WHIO
3.	WHKO-F	(C)	109/ 8.4	9.0	9.1	10.0	12.8	9.1	168/2184	1397/17.4	20.7	23.5	110	8.7	109	1295	WHKO-F
4.	WGTZ-F	(CHR)	95/ 7.3	8.6	11.0	10.5	10.2	9.4	155/2566	1636/20.4	44.2	43.2	88	9.5	120	1610	WGTZ-F
	WAZU-F	(AOR)	95/ 7.3	3.7	0.7	0.7	0.8	3.1	128/1635	1152/14.4	3.5	2.4	75	8.3	104	952	WAZU-F
6.	WWSN-F	(AC)	85/ 6.5	7.3	8.7	6.0	5.4	7.1	94/1365	1165/14.5	16.3	13.1	149	3.3	42	739	WWSN-F
7.	WVUD-F	(AC)	79/ 6.1	5.8	5.6	6.3	3.7	5.9	93/1329	1137/14.2	13.1	10.0	151	2.5	32	639	WVUD-F
8.	WBLZ-F	(B)	71/ 5.6	3.2	3.7	4.6	4.2	4.3	85/1005	707/ 8.8	8.4	8.4	77	9.3	117	1064	WBLZ-F
9.	WLW	(MOR)	64/ 4.9	3.7	4.2	5.0	5.7	4.4	200/2879	997/12.4	10.1	12.3	78	3.7	46	769	WLW
10.	WONE	(C)	61/ 4.7	4.7	4.3	6.0	5.9	4.9	79/1085	828/10.3	10.8	10.1	79	4.1	51	712	WONE
11.	WYMJ-F	(CHR)	38/ 2.9	3.6	4.4	3.1	4.4	3.5	40/796	754/ 9.4	14.3	14.6	83	4.8	60	1138	WYMJ-F
12.	WCLR-F	(EZ)	35/ 2.7	1.0	2.3	1.3	1.1	1.8	46/568	434/ 5.4	3.8	2.6	33	1.6	20	207	WCLR-F
13.	WING	(O)	30/ 2.3	3.1	3.5	2.3	2.4	2.8	31/662	587/ 7.3	10.2	6.4	161	2.3	29	583	WING
14.	WBVE-F	(C)	29/ 2.2	4.6	3.9	4.4	2.6	3.8	93/1302	550/ 6.9	10.0	7.6	127	2.1	26	494	WBVE-F
15.																	

12+ FM SHARE (METRO): 73.03% (823 of 1127) (SPG 88: 67.54%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGTZ-F>>	1 WTUE-F	1 WTUE-F	1 WTUE-F	1 WTUE-F	1 WHIO >	1 WHIO >	1 WTUE-F<	1 WTUE-F	1 WHIO	1 WHIO >
2 WBLZ-F>	2 WAZU-F>	2 WAZU-F	2 WWSN-F	2 WWSN-F	2 WHKO-F>	2 WTUE-F	2 WHKO-F	2 WHKO-F	2 WLW <	2 WAZU-F<
3 WTUE-F	3 WBLZ-F	3 WWSN-F	3 WHKO-F	3 WVUD-F	3 WONE <	3 WGTZ-F	3 WVUD-F<	3 WAZU-F	3 WAZU-F	3 WBLZ-F>
4 WAZU-F	WWSN-F	4 WHKO-F	4 WVUD-F	WHKO-F>	4 WVUD-F	4 WHKO-F	4 WWSN-F	4 WGTZ-F	4 WBLZ-F	4 WONE >
5	5 WGTZ-F	5 WGTZ-F	5 WGTZ-F	5 WGTZ-F	5 WLW	5 WWSN-F<	5 WHIO	5 WWSN-F	5 WGTZ-F	5 WGTZ-F
6	6 WHKO-F	6	6	6 WHIO	6	6 WONE <	6 WAZU-F	6	6 WTUE-F	6
						7 WVUD-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBLZ-F	1 WBLZ-F	1 WTUE-F	1 WWSN-F<	1 WHKO-F	1 WAZU-F>>	1 WTUE-F<	1 WTUE-F>>	1 WTUE-F	1 WTUE-F>>
2 WAZU-F	WTUE-F	2 WWSN-F	2 WHKO-F	2 WWSN-F	2 WTUE-F>>	2 WAZU-F>>	2 WAZU-F>>	2 WAZU-F>>	2 WVUD-F
3 WGTZ-F	3 WWSN-F	3 WBLZ-F	3 WGTZ-F	3 WVUD-F	3 WBLZ-F	3 WWSN-F	3 WWSN-F>	3 WWSN-F	3 WAZU-F
4 WTUE-F	4 WAZU-F	4 WHKO-F	4 WBLZ-F	4 WGTZ-F	4 WYMJ-F	4 WLW	4 WOFX-F	4 WVUD-F	4 WWSN-F
5 WYMJ-F	5 WGTZ-F	5 WGTZ-F	WTUE-F	5 WTUE-F	WGTZ-F	WBLZ-F	5 WLW	5 WGTZ-F	5 WLW
WWSN-F	6 WHKO-F	6 WVUD-F	6 WVUD-F	6 WHIO <	6 WHKO-F	6	6	6	WHIO
7 WHKO-F		WAZU-F>>		7 WBLZ-F					

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		133 (2)	133 (2)	11.8	11.3
AOR/CLASSIC		215 (2)	215 (2)	19.1	14.6
AC/OLDIES/SOFT ROCK	30 (1)	180 (3)	210 (4)	18.6	19.7
MOR/VARIETY	179 (2)		179 (2)	15.9	18.0
COUNTRY	61 (1)	151 (4)	212 (5)	18.8	10.4
BLACK/URBAN	25 (1)	73 (1)	98 (2)	8.7	8.2
BEAUTIFUL/EASY		60 (3)	60 (3)	5.3	14.2
NEWS/TALK					
NOSTALGIA					2.3
RELIGION/GOSPEL	9 (1)	11 (1)	20 (2)	1.8	0.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.5
	304 (6)	823 (16)	1127 (22)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDAO	1210	Dayton	1.9/4.2
WFCJ-F	93.7	Miamisburg/Datn	0.8/2.7
WKSW-F	101.7	Urbana	0.5/1.4
WPFB	910	Middletown	0.7/1.8
WPFB-F	105.9	Middletown	0.5/2.4
WBNS-F	97.1	Columbus	0.4/1.4
WOFX-F	94.9	Fairfield	1.2/4.3
WWEZ-F	92.5	Cincinnati	1.5/2.6

RADIO STATIONS

WDAO, 1210, 1 KW (DAYS)	, BLACK	SBN, $ 28.00 (---)		Jim Johnson
WHIO, 1290, 5 KW (DA-N)	, MOR/TALK	CBS, $ 71.00 (Durpetti)	Cox	Sam Yacvazzu
WING, 1410, 5 KW (DA-N)	, OLDIES	NBC, CBS, $ 30.00 (Katz)	Great Trails	Dave Leonard
WONE, 980, 5 KW (DA-N)	, COUNTRY	ABC D, ABC I, $ 45.00 (Mc-Guild)	Summitt	Don Schwartz
WAZU-F, 102.9, 50 KW @ 493	, AOR	ABC F, $ 44.00 (Christal)	Osborn (SPRINGFIELD)	Pat Rosiello
WCLR-F, 95.7, 50 KW @ 476	, BTFL/EZ	, $ 18.00 (Regional)	(PIQUA)	Joanna Hill
WFCJ-F, 93.7, 50 KW @ 492	, RELIGION	APR, $ 15.00 (---)	(MIAMISBURG)	Clair Miller
WGTZ-F, 92.9, 40 KW @ 590	, CHR	, $ 74.00 (Katz)	Great Trails	Dave Leonard
WHKO-F, 99.1, 50 KW @ 1060	, COUNTRY	, $ 65.00 (Durpetti)	Cox	Sam Yacovazzi
WPFB-F, 105.9, 34 KW @ 590	, COUNTRY	US 2, $ 20.00 (Roslin)	(MIDDLETOWN)	Doug Braden
WTUE-F, 104.7, 50 KW @ 500	, AOR	, $ 77.00 (Mc-Guild)	Summit	Don Schwartz
WVUD-F, 99.9, 50 KW @ 500	, AC	ABC E, $ 41.00 (Republic)	University of Dayton	Mike McGough
WWSN-F, 107.7, 50 KW @ 420	, AC	, $ 70.00 (Eastman)	Stoner	Bruce Dodge
WYMJ-F, 103.9, 1.5 KW @ 528	, CHR	US 1, $ 40.00 (Banner)		Alan Grey

MISCELLANEOUS COMMENTS: WHIO-F changes calls to WHKO-F (March)...WHKO changes from BTFL to COUNTRY...WYMJ-F (Bearcreek) sold for $3,000,000...

DAYTONA BEACH

Arbitron Rank/Pop (12+): 123/302,200
MSA Rank/Pop: 138/339,300
Orlando ADI
Average Person Ratings: 17.0
Market TSL: 23.75 hours

Stations: 22/10
Diaries: 728/415:1/50.3%
Sample Target: 630
% Below Line: 59.3
% Not Listed: 12.1

1988 Revenue: $NA
HH Inc.: $NA
Retail $: NA
Pop per Station: 30,220
#1 Biller: NA

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WWLV-F (EZ)	70/13.6	13.9	12.0	16.6	15.5	14.0	82/698	617/20.4	19.9	24.9	49				WWLV-F
2. WJHM-F (B)	52/10.1	9.1	8.7	2.8	2.9	7.7	52/438	423/14.0	12.6	10.6	104				WJHM-F
3. WWKA-F (C)	51/ 9.9	11.2	11.2	10.7	13.3	10.8	52/535	512/16.9	19.8	17.5	133				WWKA-F
4. WOCL-F (AC)	38/ 7.4	7.4	8.3	4.8	4.0	7.0	41/443	415/13.7	12.1	10.6	172				WOCL-F
5. WHTQ-F (AOR)	31/ 6.0	2.7	4.1	2.2	2.7	3.8	33/377	340/11.3	8.0	8.2	95				WHTQ-F
6. WBJW-AF (CHR)	29/ 5.7	6.6	5.1	10.3	7.4	6.9	31/507	482/15.9	14.4	17.3	77				WBJW-AF
7. WJYO-F (AC)	26/ 5.1	5.3	6.7	3.7	5.4	5.2	28/398	373/12.3	12.4	13.7	173				WJYO-F
8. WDIZ-F (AOR)	22/ 4.3	5.7	6.9	5.9	7.9	5.7	22/394	358/11.8	14.6	11.6	102				WDIZ-F
9. WNDB (T)	21/ 4.1	4.2	3.1	2.4	4.0	3.4	21/213	213/ 7.0	9.6	7.7	63				WNDB
10. WROD (BB)	20/ 3.9	7.0	3.5	5.3	7.2	4.9	20/282	278/ 9.2	7.2	11.0	23				WROD

12+ FM SHARE (METRO): 84.48% (381 of 451) (SPG 88: 83.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBJW-AF>>	1 WJHM-F>	1 WJHM-F	1 WOCL-F	1 WWKA-F<	1 WWLV-F>	1 WWLV-F	1 WWLV-F>	1 WWLV-F	1 WJHM-F>	1 WJHM-F
2 WJHM-F	2 WHTQ-F>	2 WOCL-F	2 WWKA-F<	2 WOCL-F	2 WWKA-F>	2 WWKA-F>	2 WWKA-F	2 WWKA-F<	2 WWLV-F	2 WHTQ-F
3 WNFI-F>>	3 WDIZ-F	3 WHTQ-F<	3 WJHM-F	3 WJHM-F	3 WOCL-F	3 WJHM-F	3 WOCL-F	3 WJHM-F	3 WHTQ-F	3 WWKA-F
4	4 WOCL-F	4 WWKA-F	4 WJYO-F	4 WJYO-F	4 WROD	4 WOCL-F	4 WJHM-F>	4 WOCL-F	4 WBJW-AF	WSBB >
5	5	5	5	5	WNDB	5 WBJW-AF	5 WJYO-F	5 WHTQ-F	5 WNDB	5 WNDB

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WJHM-F>	1 WJHM-F>>	1 WJHM-F>>	1 WJHM-F<	1 WOCL-F
2 WSTF-F	2 WOCL-F	2 WJYO-F>	2 WOCL-F>	2 WJHM-F
WOCL-F>	3 WBJW-AF	3 WBJW-AF	3 WJYO-F	3 WJYO-F
4 WBJW-AF	WJYO-F	WOCL-F>	4 WBJW-AF	4 WWKA-F
WHTQ-F	5 WSTF-F	5 WWKA-F	5 WWKA-F	5 WWLV-F
6	6	WSTF-F	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJHM-F	1 WHTQ-F	1 WHTQ-F	1 WHTQ-F	1 WWKA-F>
WHTQ-F>	2 WJHM-F	2 WOCL-F	2 WJHM-F<	2 WOCL-F
3 WDIZ-F>>	3 WDIZ-F>	3 WWKA-F	3 WWKA-F	3 WHTQ-F
4 WWKA-F>	4 WWKA-F	WDIZ-F	4 WDIZ-F	4 WJHM-F
5	5 WOCL-F	5	5 WOCL-F	5 WDIZ-F
6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		44 (2)	44 (2)	9.8	13.7
AOR/CLASSIC		53 (2)	53 (2)	11.8	12.0
AC/OLDIES/SOFT ROCK		83 (3)	83 (3)	18.4	19.4
MOR/VARIETY	9 (1)		9 (1)	2.0	1.5
COUNTRY	2 (1)	56 (2)	58 (3)	12.9	14.3
BLACK/URBAN		52 (1)	52 (1)	11.5	9.4
BEAUTIFUL/EASY		89 (2)	89 (2)	19.7	16.9
NEWS/TALK	25 (2)		25 (2)	5.5	4.3
NOSTALGIA	22 (2)		22 (2)	4.9	6.8
RELIGION/GOSPEL	2 (1)		2 (1)	0.4	1.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		4 (1)	4 (1)	0.9	
UNKNOWN/OTHERS	10 (2)		10 (2)	2.2	
	70 (9)	381 (13)	451 (22)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WELE	1380	Ormond Beach	0.4/2.3
WGNE-F	98.1	Titusville	1.0/4.0
WMFJ	1450	Daytona Beach	0.4/2.7
WNFI-F	99.9	Palatka	2.9/10.3
WPUL	1590	S. Daytona	1.4/3.8
WSBB	1230	New Smyra Bch	0.4/3.0
WXVQ	1490	DeLand	0.6/2.0
WBJW	950	Orlando	
WDBO	580	Orlando	1.8/3.7
WLOQ-F	103.1	Winter Park	0.8/2.3
WSSP-F	104.1	Cocoa Beach	3.7/8.1
WSTF-F	101.1	Cocoa Beach	3.7/9.5
WNNZ	740	Orlando	0.8/2.2

RADIO STATIONS

WNDB, 1150, 1 KW (DA-N)	, TALK	CBS, ABC T, $ 20.00 (Eastman)	Root	Jim Underwood
WPUL, 1590, 1 KW (DAYS)	, ??	SMN, SBN, $ 12.00 (---)		
WROD, 1340, 1 KW	, NOSTALGIA	US 2, $ 17.00 (K & P)		Anthony Welch
WNFI-F, 99.9, 100 KW @ 1249, CHR		ABC C, $ 56.00 (Katz)	Heritage-Polacek	Tom Panucci
WWLV-F, 94.5, 100 KW @ 1249, BTFL/EZ		IND, $ 50.00 (Eastman)	Root	Jim Underwood

OTHER RANKED STATIONS -- See Orlando

MISCELLANEOUS COMMENTS: WZIP changes calls to WPUL (Sept.88).

DENVER

Arbitron Rank/Pop (12+): 24/1,582,800
MSA Rank/Pop: 27/1,664,300
ADI # 19
Average Person Ratings: 18.5
Market TSL: 24.00 hours

Stations: 30/30
Diaries: 1610/983:1/51.1%
Sample Target: 1490
% Below Line: 0.0
% Not Listed: 9.3

1988 Revenue: $63,800,000
HH Inc.: $36,329
Retail $: 14.6 Bil
Pop per Station: 52,760
#1 Biller: KOA $8,500,000

12+ METRO		1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KBCO-AF	(AOR)	242/ 8.2	7.5	8.3	8.8	5.9	8.2	256/2651	2434/15.3	15.4	13.2	137	7.5	210	2218	KBCO-AF
2. KXKL-AF	(O)	224/ 7.6	7.6	6.8	7.6	7.7	7.4	277/3918	3085/19.4	17.0	14.0	141	5.9	167	2674	KXKL-AF
3. KRXY-AF	(CHR)	205/ 7.0	7.0	5.8	7.1	8.0	6.7	220/3370	2916/18.3	18.2	19.6	66	10.3	281	3476	KRXY-AF
4. KYGO-F	(C)	193/ 6.5	6.9	5.0	4.2	5.9	5.7	213/2493	2108/13.2	11.5	12.5	125	5.6	162	1881	KYGO-F
5. KOSI-F	(EZ)	186/ 6.3	6.3	7.2	6.8	7.2	6.7	211/2653	2278/14.3	14.3	14.9	78	3.9	111	1494	KOSI-F
6. KAZY-F	(AOR)	185/ 6.3	5.4	5.8	6.5	6.0	6.0	227/2752	2290/14.4	14.7	12.3	92	7.2	208	2093	KAZY-F
7. KOA	(N/T)	184/ 6.2	6.4	7.9	5.9	6.6	6.6	269/4345	3019/19.0	23.1	17.9	82	4.6	132	2103	KOA
8. KQKS-F	(CHR)	145/ 4.9	5.5	4.8	4.7	3.5	5.0	191/3225	2388/15.0	12.6	11.3	37	7.3	210	2681	KQKS-F
9. KMJI-F	(AC)	125/ 4.2	4.7	4.4	4.2	5.7	4.4	145/2219	1956/12.3	12.1	12.8	150	4.9	140	1179	KMJI-F
10. KRFX-F	(O)	117/ 4.0	3.6	2.7	4.1	3.6	3.6	131/2399	2042/12.8	12.1	13.2	130	2.3	65	1677	KRFX-F
11. KBPI-F	(AOR)	103/ 3.5	5.1	5.2	6.0	6.2	4.9	130/2790	2229/14.0	16.0	14.9	74	7.0	201	2159	KBPI-F
12. KVOD-F	(CL)	97/ 3.3	4.2	3.2	3.5	2.2	3.5	100/1422	1351/ 8.5	8.8	5.5	73	2.0	57	603	KVOD-F
13. KHOW	(MOR)	94/ 3.2	2.4	2.7	3.0	2.7	2.8	111/1469	1167/ 7.3	8.8	7.2	116	2.4	68	1023	KHOW
14. KHIH-F	(J/NA)	83/ 2.8	2.5	3.2	1.8	2.2	2.6	83/1203	1129/ 7.1	8.0	6.7	139	3.6	102	1067	KHIH-F
15. KSYY-F	(AC)	79/ 2.7	2.0	1.8	1.7	2.9	2.0	88/1580	1397/ 8.8	5.0	7.0	115	1.9	54	938	KSYY-F
16. KEZW	(BB)	71/ 2.4	3.4	1.9	2.0	2.0	2.4	76/850	783/ 4.9	4.7	4.1	21	1.1	31	604	KEZW
17. KLZ	(C)	58/ 2.0	2.2	2.4	2.8	3.3	2.3	101/1538	942/ 5.9	6.3	6.8	85	2.8	80	926	KLZ
18. KYGO	(C)	44/ 1.5	1.5	1.7	1.0	1.1	1.4	49/619	551/ 3.5	3.5	5.5	73	0.9	5	78	KYGO
19. KDKO	(B)	39/ 1.3	1.5	1.2	1.1	1.7	1.3	39/521	500/ 3.1	2.6	4.1	69	2.7	77	620	KDKO
20. KZRZ-F	(AOR)	35/ 1.2	1.4	0.9	0.5	0.7	1.0	35/563	537/ 3.4	2.5	1.9	50	2.1	59	539	KZRZ-F
KTCL-F	(AOR)	35/ 1.2	1.2	1.6	1.2	1.4	1.3	55/775	579/ 3.6	3.6	3.6	117	1.0	28	450	KTCL-F
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 75,57% (2020 of 2673) (SPG 88: 72.82%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQKS-F>>	1 KBCO-AF	1 KBCO-AF	1 KBCO-AF	1 KBCO-AF<	1 KOSI-F	1 KOA	1 KBCO-AF	1 KBCO-AF	1 KRXY-AF	1 KOA >>
2 KRXY-AF>>	2 KAZY-F	2 KXKL-AF	2 KXKL-AF	2 KXKL-AF	2 KOA	2 KXKL-AF<	2 KOSI-F	2 KRXY-AF	2 KQKS-F	2 KYGO-F
3	3 KRXY-AF>	3 KAZY-F	3 KYGO-F	3 KYGO-F	3 KXKL-AF	3 KBCO-AF<	3 KYGO-F<	3 KXKL-AF	3 KAZY-F<	3 KHOW
4	4 KXKL-AF	4 KYGO-F	4 KMJI-F	4 KMJI-F	4 KYGO-F	4 KRXY-AF	4 KXKL-AF<	4 KYGO-F<	4 KBCO-AF	4 KXKL-F
5	5 KBPI-F	5 KRXY-AF	5 KAZY-F	5 KAZY-F	5 KVOD-F	5 KYGO-F	5 KAZY-F	5 KOSI-F<	5 KXKL-AF<	5 KAZY-F
6	6 KYGO-F	6 KMJI-F	6 KRFX-F	6 KRFX-F<	6 KHOW	6 KAZY-F	6 KOA <	6 KAZY-F	6 KOA	6 KOSI-F
7	7	7 KRFX-F	7	7 KOA	7 KEZW	7 KMJI-F<	7 KRXY-AF	7 KQKS-F	7 KYGO-F	7
8	8	8	8	[illegible]	8 KHOW <	8 KHOW <	8 KOA	8 KOSI-F	KRFX-F	8
						9 KOSI-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KRXY-AF>	1 KBCO-AF	1 KBCO-AF	1 KXKL-AF	1 KXKL-AF
2 KBCO-AF	2 KRXY-AF	2 KXKL-AF	2 KBCO-AF	2 KBCO-AF<
KBPI-F	3 KXKL-AF	3 KMJI-F	3 KRXY-AF	3 KMJI-F
4 KQKS-F	4 KMJI-F	4 KRXY-AF	4 KMJI-F	4 KYGO-F
KAZY-F>	5 KBPI-F	5 KYGO-F	5 KYGO-F>	5 KOSI-F
6 KSYY-F	6 KYGO-F	6 KRFX-F	6 KOSI-F<	6 KRXY-AF
KRFX-F	7 KRFX-F	7	7 KRFX-F	7
KHIH-F	8 KQKS-F			

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KAZY-F	1 KAZY-F	1 KBCO-AF	1 KBCO-AF	1 KBCO-AF>
2 KRXY-AF>	2 KBCO-AF>	2 KAZY-F>>	2 KAZY-F>	2 KXKL-AF<
3 KBPI-F<	3 KRXY-AF	3 KXKL-AF	3 KXKL-AF<	3 KAZY-F
4 KQKS-F>	4 KBPI-F<	KRFX-F<	4 KYGO-F	4 KYGO-F>
5 KZRZ-F	5 KYGO-F	5 KYGO-F	5 KRXY-AF	5 KRFX-F<
6 KBCO-AF	6 KXKL-AF<	6 KHIH-F	6 KRFX-F	6 KOA
7 KYGO-F>>	7 KRFX-F	7 KMJI-F	7	7 KHIH-F
				8 KMJI-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP	6 (1)	344 (2)	350 (3)	13.1	12.5
AOR/CLASSIC	18 (1)	582 (5)	600 (6)	22.4	21.2
AC/OLDIES/SOFT ROCK	43 (2)	535 (4)	578 (6)	21.6	23.3
MOR/VARIETY	94 (1)		94 (1)	3.5	3.0
COUNTRY	102 (2)	193 (1)	295 (3)	11.0	11.1
BLACK/URBAN	39 (1)		39 (1)	1.5	1.8
BEAUTIFUL/EASY		186 (1)	186 (1)	7.0	7.8
NEWS/TALK	247 (3)		247 (3)	9.2	10.4
NOSTALGIA	71 (1)		71 (1)	2.7	2.2
RELIGION/GOSPEL	10 (1)		10 (1)	0.4	
SPANISH	8 (1)		8 (1)	0.3	1.2
CLASSICAL		97 (1)	97 (1)	3.6	2.4
JAZZ/NEW AGE		83 (1)	83 (1)	3.1	3.2
UNKNOWN/OTHERS	15 (1)		15 (1)	0.6	
	653 (15)	2020 (15)	2673 (30)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBNO	1220	Denver	0.3/0.6
KBXG	710	Denver	1.0/[illegible].3
KDEN	1340	Denver	1.1/3.6
KRKS	990	Denver	0.3/1.1
KRZN	1150	Englewood	1.1/3.4
KYBG	1090	Aurora	0.5/2.8

AM STATIONS

KBXG,	710,	5 KW (DA-1)	, TALK	CNN, $ N/A (Banner)	Sandusky	Kip Gilbert
KDEN,	1340,	1 KW	, TALK	ABC C, MBS, $ 35.00 (Savalli)		Doug Stephens
KDDO,	1510,	10 KW/1 KW (DA-1)	, BLACK	, $ 40.00 (---)		Keith James
KEZW,	1430,	5 KW (DA-N)	, NOSTALGIA	SMN, $ 45.00 (Torbet)		Joe Davidman
KHOW,	630,	5 KW (DA-N)	, MOR	MBS, NBC, $ 78.00 (Republic)	Legacy	Steve Kenney
KLTT,	800,	1 KW (DAYS, DA)	, RELIGION	$ 18.00 (---)	Mortenson	Judy Schmidt
KLZ ,	560,	5 KW (DA-1)	, COUNTRY	ABC I, $ 70.00 (Mc-Guild)	Summit	Bill Struck
KOA ,	850,	50 KW	, NEWS/TALK	ABC I, ABC E, $140.00 (Eastman)	Jacor	Lee Larson
KQXI,	1550,	10 KW (DAYS)	, RELIGION	, $ 25.00 (---)		George Spicer
KRZN,	1150,	5 KW/1 KW (DA-2)	, OLDIES	, $ 37.00 (Christal)	Genesis/Booth	Craig McKee
KYGO,	950,	5 KW (DA-N)	, COUNTRY	US 2, $ N/A (CBS)	Jeff-Pilot	Bob Call

FM STATIONS

KAZY,	106.7,	100 KW @ 987,	AOR	ABC R, $ 90.00 (Mc-Guild)	Summit	Bill Struck
KBCO,	97.3,	88 KW @ 1541,	AOR	, $170.00 (MMR)	Noble (BOULDER)	Roy Skibitsky
KBPI,	105.9,	100 KW @ 1433,	AOR	SOURCE, $100.00 (Banner)	Sandusky	Kip Gilbert
KHIH,	94.7,	30 KW @ 984,	JAZZ/NAC	SMN, $ 70.00 (Banner)	Adams (BOULDER)	Keith James
KMJI,	100.3,	100 KW @ 350,	AC	, $100.00 (Christal)	Genesis/Booth	Craig McKee
KOSI,	101.1,	100 KW @ 1624,	BTFL/EZ	, $ 95.00 (Torbet)		Joseph Davidman
KQKS,	104.3,	28 KW @ 1400,	CHR	, $ 71.00 (HNWH)	Western Cities (LONGMONT)	
KRFX,	103.5,	100 KW @ 1061,	OLDIES	CBS, $ 80.00 (Eastman)	Jacor	Bob Visotky
KRXY,	107.5,	91 KW @ 1149,	CHR	, $109.00 (Katz)	Cap Cities/ABC	Joe Parish
KSYY,	95.7,	100 KW @ 725,	SOFT AC	, $ 81.00 (Republic)	Legacy	Steve Keerny
KTCL,	93.3,	100 KW @ 1330,	AOR	MBS, $ 40.00 (Mc-Guild)	(FT.COLLINS)	Steve Haskell
KVOD,	99.5,	100 KW @ 300,	CLASSICAL	, $ 75.00 (Katz)	Henry	Pam Kenny
KXKL,	105.1,	100 KW @ 1150,	OLDIES	MBS, $137.00 (Durpetti)	Shamrock	Marty Loughman
KYGO,	98.5,	100 KW @ 700,	COUNTRY	US 2, $112.00 (CBS)	Jeff-Pilot	Bob Call
KZRZ,	92.1,	.8 KW @ 610,	AOR	, $ 35.00 (Banner)	Century (CASTLE ROCK)	Ron Jamison

CALL LETTER CHANGES

KOAQ changes to KRFX (Jan)
KBPI changes to KBXG (March)

FORMAT CHANGES

STATION SALES

Genesis swapped KRZN for KJIM plus paid about $1,500,000...WRZN (Engolwood) sold by Sudbrink for $400,000.

DES MOINES

Arbitron Rank/Pop (12+): 100/318,300

MSA Rank/Pop: 122/384,100
ADI # 67

Average Person Ratings: 16.8
Market TSL: 22.25 hours

Stations: 13/13
Diaries: 672/474:1/49.9%
Sample Target: 710
% Below Line: 0.0
% Not Listed: 8.2

1988 Revenue: $12,400,000
HH Inc.: $33,588
Retail $: 2.9 Bil
Pop per Station: 24,484
#1 Biller: WHO $3,100,000

12+ METRO		1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KGGO-F	(AOR)	91/17.0	14.9	21.5	16.4	19.8	----	132/1521	884/27.8	28.7	29.8	99	19.0	99	1020	KGGO-F
2. KJJY-AF	(C)	67/12.5	9.5	8.7	9.4	9.4	----	89/991	628/19.7	12.8	12.0	126	9.2	47	467	KJJY-AF
3. WHO	(MOR)	64/11.9	11.1	10.0	11.5	8.3	----	202/2595	757/23.8	21.1	19.5	72	11.5	60	677	WHO
4. KRNQ-F	(CHR)	60/11.2	11.1	10.0	10.4	8.3	----	142/2063	921/28.9	25.8	24.5	68	15.2	79	1087	KRNQ-F
5. KDMG-F	(O)	43/ 8.0	6.1	1.1	5.1	3.7	----	82/1015	563/17.7	4.6	9.1	131	7.9	41	552	KDMG-F
6. KLYF-F	(AC)	39/ 7.3	8.8	12.4	8.0	10.6	----	95/1139	544/17.1	19.8	21.2	171	6.5	34	570	KLYF-F
7. KRNT	(MOR)	32/ 6.0	5.3	6.1	4.7	4.4	----	39/626	483/15.2	12.8	14.7	33	4.0	21	360	KRNT
8. KIOA	(O)	30/ 5.6	8.6	4.6	5.5	7.1	----	72/1100	543/17.1	14.1	15.6	146	5.0	26	449	KIOA
9. KEZT-F	(EZ)	28/ 5.2	4.0	4.3	2.9	2.9	----	44/588	307/ 9.6	8.3	6.1	108	4.6	24	299	KEZT-F
10. KDWZ-F	(CHR)	18/ 3.4	4.8	5.7	7.2	6.9	----	29/771	454/14.3	13.0	18.4	59	6.5	31	563	KDWZ-F
11. KSO	(C)	14/ 2.6	6.9	6.1	8.6	8.3	----	19/395	259/ 8.1	11.7	17.7	77	2.7	14	220	KSO
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 70.12% (345 of 492) (SPG 88: 66.98%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KRNQ-F	1 KGGO-F>>	1 KGGO-F>	1 KGGO-F	1 KGGO-F<	1 WHO	1 WHO <	1 KGGO-F>	1 KGGO-F>	1 WHO	1 WHO
KGGO-F>>	2 KRNQ-F	2 KJJY-AF	2 KJJY-AF	2 KJJY-AF	2 KJJY-AF>	2 KGGO-F	2 KJJY-AF	2 KJJY-AF	2 KRNQ-F	2 KJJY-F
3 KDWZ-F>>	3 KDMG-F>	3 KRNQ-F	3 KLYF-F	3 KLYF-F	3 KRNT >	3 KJJY-AF	3 KDMG-F	3 KRNQ-F<	3 KGGO-F	3 KRNT
4	4 KJJY-AF	4 KDMG-F	4 KDMG-F	4 KDMG-F	4 KEZT-F	4 KRNQ-F	4 WHO <	4 KDMG-F	4 KJJY-AF	KGGO-F>
5	KLYF-F	5 KLYF-F	5	5	5 KLYF-F	5 KLYF-F	5 KRNQ-F	5 KLYF-F	5	5
6	6	6	6	6	6	6	6 KLYF-F<	6 WHO	6	6
							7 KEZT-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRNQ-F>>	1 KRNQ-F	1 KGGO-F	1 KRNQ-F	1 KLYF-F<	1 KGGO-F>>	1 KGGO-F>>	1 KGGO-F>>	1 KGGO-F>>	1 KGGO-F>
2 KGGO-F	2 KGGO-F>	2 KLYF-F>	2 KJJY-AF	2 KJJY-AF	2 KRNQ-F	2 KDMG-F>	2 KDMG-F	2 KJJY-AF	2 KJJY-AF>
KEZT-F>	3 KLYF-F	3 KDMG-F	KLYF-F	3 KGGO-F	KDMG-F>	3 KJJY-AF	3 KJJY-AF>	KDMG-F>	3 WHO
4 KJJY-AF	4 KDMG-F>	4 KRNQ-F>	KGGO-F	4 KDMG-F	4 KJJY-AF>>	4 KRNQ-F	4 KLYF-F	4 WHO	4 KDMG-F
KDWZ-F	5 KJJY-AF	5 KJJY-AF	5 KDMG-F	5 KRNQ-F	5	5 KIOA	KIOA	KRNQ-F	5 KIOA
KDMG-F>>	6 KEZT-F	6	6	6 KIOA	6	6	6	6	6 KLYF-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		78 (2)	78 (2)	15.9	17.9
AOR/CLASSIC		91 (1)	91 (1)	18.5	23.3
AC/OLDIES/SOFT ROCK	30 (1)	82 (2)	112 (3)	22.8	19.6
MOR/VARIETY	96 (2)		96 (2)	19.5	17.5
COUNTRY	15 (2)	66 (1)	81 (3)	16.5	12.5
BLACK/URBAN					
BEAUTIFUL/EASY		28 (1)	28 (1)	5.7	4.7
NEWS/TALK					
NOSTALGIA					3.5
RELIGION/GOSPEL	6 (1)		6 (1)	1.2	0.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	147 (6)	345 (7)	492 (13)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KWKY 1150 Des Moines 1.1/4.7

RADIO STATIONS

KIOA, 940, 10 KW/5 KW (DA-2), OLDIES	ABC E, $	27.00 (Banner)	Midwest		Miles Knuteson
KRNT, 1350, 5 KW (DA-N), MOR	CBS, $	27.00 (Katz)	Saga		Gary Voss
KSO, 1460, ~~5 KW (DA-N)~~, COUNTRY	MBS, $	20.00 (Eastman)	Stoner		Peter McLane
WHO, 1040, 50 KW, VARIETY/TALK	ABC I, $	64.00 (Christal)	Palmer		Steve Shannon
KDMG-F, 103.3, 100 KW @ 800, OLDIES	US 1, $	28.00 (Roslin)	Beta	(PELLA)	Paul Garvin
KDWZ-F, 93.3, 100 KW @ 1063, CHR	, $	32.00 (Banner)	Midwest		Miles Knuteson
KEZT-F, 104.1, 100 KW @ 1026, BTFL/EZ	, $	20.00 (K & P)		(AMES)	Bob Bunce
KGGO-F, 94.9, 100 KW @ 1059, AOR	SOURCE, $	61.00 (Eastman)	Stoner		Peter McLane
KJJY-F, 92.5, 50 KW @ 300, COUNTRY	, $	34.00 (Mc-Guild)	Fuller-Jeffrey	(ANKENY)	Michael McCoy
KLYF-F, 100.3, 100 KW @ 1700, SOFT AC	US 2, $	45.00 (Christal)	Palmer		Chuck Jewell
KRNQ-F, 102.5, 100 KW @ 1248, CHR	ABC F, $	40.00 (Katz)	Saga		Gary Voss
KDMI-F, 97.3, 100 KW @ 500, RELIGION	, $	7.00 (---)			Maxine Bruinekoo

MISCELLANEOUS COMMENTS: KIOA now classified as OLDIES.

DETROIT

Arbitron Rank/Pop (12+):	6/3,570,000
MSA Rank/Pop:	5/4,346,200
	ADI # 7
Average Person Ratings:	18.7
Market TSL:	24.25 hours

Stations:	33/30
Diaries:	2474/1443:1/52.6%
Sample Target:	2310
% Below Line:	1.2
% Not Listed:	7.5

1988 Revenue:	$103,000,000
HH Inc.:	$35,744
Retail $:	37.9 Bil
Pop per Station:	119,000
#1 Biller:	WJR $20,000,000

12+ METRO		1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WJR	(MOR)	664/ 9.9	9.6	9.0	12.4	10.6	10.2	922/12055	8800/24.6	23.4	24.1	78	8.3	612	7753	WJR
2. WJLB-F	(B)	497/ 7.4	6.9	7.0	7.8	7.9	7.3	527/5770	5342/15.0	14.2	14.2	97	9.6	705	6671	WJLB-F
3. WJOI-F	(EZ)	365/ 5.5	5.5	4.7	5.1	5.8	5.2	382/4582	4374/12.3	10.5	12.5	71	3.2	233	3090	WJOI-F
4. WWJ	(N)	302/ 4.5	4.6	5.1	4.9	4.3	4.8	312/5727	5327/14.9	14.6	15.1	60	2.9	213	4128	WWJ
5. WDFX-F	(CHR)	300/ 4.5	4.1	5.4	3.1	3.4	4.3	319/5653	5309/14.9	14.7	12.7	31	6.1	450	6536	WDFX-F
6. WWWW-F	(C)	289/ 4.3	5.2	4.7	4.5	4.1	4.7	309/4035	3637/10.2	11.7	9.9	107	4.7	343	3135	WWWW-F
7. WCZY-F	(CHR)	285/ 4.3	4.0	4.4	4.0	4.6	4.2	304/6966	6357/17.8	16.4	18.1	112	4.2	310	6139	WCZY-F
8. WLLZ-F	(AOR)	276/ 4.1	4.7	3.8	3.8	4.9	4.1	300/5565	5055/14.2	13.2	13.6	105	5.8	430	6292	WLLZ-F
9. WCSX-F	(AOR)	264/ 3.9	3.3	3.4	3.0	3.3	3.4	298/4806	4236/11.9	11.3	10.6	156	3.9	289	4558	WCSX-F
10. WRIF-F	(AOR)	254/ 3.8	3.5	3.6	3.0	3.4	3.5	291/5729	4758/13.3	13.2	13.6	118	4.5	330	4656	WRIF-F
WHYT-F	(CHR)	254/ 3.8	4.4	3.4	5.3	4.6	4.2	287/6749	6075/17.0	15.4	18.0	82	5.0	368	8305	WHYT-F
12. WNIC-F	(AC)	251/ 3.8	4.0	4.9	4.8	3.9	4.4	279/5404	4889/13.7	13.1	13.2	129	4.9	363	4983	WNIC-F
13. WLTI-F	(AC)	250/ 3.7	3.5	2.6	2.5	2.6	3.1	260/4165	3966/11.1	7.8	6.7	138	2.3	171	2345	WLTI-F
14. WXYT	(T)	248/ 3.7	3.4	3.1	3.2	3.2	3.3	248/3057	2996/ 8.4	7.3	7.3	73	3.0	222	2785	WXYT
15. CKLW	(BB)	212/ 3.2	3.2	3.3	3.2	4.6	3.2	256/3069	2368/ 6.6	8.9	9.0	28	2.2	162	1810	CKLW
16. WOMC-F	(AC)	171/ 2.6	3.6	4.4	3.2	2.6	3.5	189/3758	3463/ 9.7	11.3	7.8	146	4.0	292	3345	WOMC-F
17. WJZZ-F	(J/NA)	164/ 2.5	2.1	1.7	1.7	2.1	2.0	173/2868	2611/ 7.3	6.3	7.0	140	3.9	285	3211	WJZZ-F
18. WKSG-F	(O)	138/ 2.1	2.2	3.4	3.1	2.0	2.7	143/2611	2557/ 7.2	8.1	6.6	162	2.4	177	2517	WKSG-F
19. CKMR-F	(O)	129/ 1.9	1.6	2.1	1.5	0.9	1.8	151/2477	1994/ 5.6	6.1	4.1	163	1.6	116	1845	CKMR-F
20. WQRS-F	(CL)	120/ 1.8	1.8	1.5	1.2	1.5	1.6	130/2083	1846/ 5.2	4.8	4.3	83	2.0	145	2059	WQRS-F
21. WGPR-F	(B)	107/ 1.6	1.5	1.1	1.7	1.5	1.5	113/2688	2539/ 7.1	5.0	5.8	87	1.9	138	2506	WGPR-F
22. WMTG	(O)	100/ 1.5	1.0	1.3	0.9	1.1	1.2	101/1378	1367/ 3.8	2.8	2.6	160	0.6	45	640	WMTG
23. WCXI	(C)	97/ 1.5	1.8	1.3	1.3	1.8	1.5	109/1752	1537/ 4.3	4.3	5.3	87	1.9	139	1352	WCXI
24. WVAE-F	(J/NA)	88/ 1.3	1.4	1.3	1.1	1.6	1.3	93/1653	1525/ 4.3	4.0	5.7	138	1.0	76	1060	WVAE-F
25. WQBH	(B)	74/ 1.1	1.0	1.0	1.4	1.0	1.1	74/1346	1333/ 3.7	3.6	3.1	109	0.4	33	751	WQBH

12+ FM SHARE (METRO): 70.16% (4338 of 6183) (SPG 88: 69.34%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDFX-F>>	1 WJLB-F	1 WJLB-F>	1 WJLB-F	1 WJR	1 WJR >	1 WJR >	1 WJR	1 WJR	1 WJR <	1 WJR >>
2 WJLB-F>	2 WLLZ-F	2 WCSX-F<	2 WCSX-F	2 WJLB-F	2 WJOI-F	2 WJLB-F	2 WJOI-F>	2 WJLB-F	2 WJLB-F>	2 WJLB-F>>
3 WHYT-F	3 WRIF-F<	3 WLLZ-F<	3 WJR	3 WCSX-F	3 WWJ	3 WWJ	3 WLTI-F<	3 WJOI-F	3 WDFX-F>	3 WWJ >>
4 WCZY-F>>	4 WCSX-F	4 WRIF-F	4 WNIC-F<	4 WLTI-F<	4 WXYT	4 WCZY-F	4 WJLB-F	4 WCSX-F	4 WNIC-F	4 WXYT
5	5 WHYT-F	5 WCZY-F<	5 WCZY-F<	5 WNIC-F<	WWWW-F	5 WJOI-F	5 WWWW-F	5 WWWW-F	5 WCSX-F	5 WJOI-F>>
6	6 WDFX-F	6 WNIC-F	6 WRIF-F<	6 WCZY-F	6 CKLW >	6 WLLZ-F	6 WCSX-F	WDFX-F<	6 WLLZ-F<	6 WJZZ-F
7	7 WNIC-F<	7 WJR <	7 WLLZ-F<	7 WWWW-F<	7 WLTI-F	7 WNIC-F	7 WRIF-F	7 WHYT-F	7 WXYT	7 WWWW-F
8	8 WCZY-F	8 WHYT-F	8 WLTI-F	8 WRIF-F	8 WJLB-F	8 WDFX-F	8 WLLZ-F<	8 WCZY-F	WHYT-F<	8 WRIF-F
9	9	9 WLTI-F	9 WOMC-F	9 WLLZ-F	9	9 WWWW-F	9 WNIC-F	9 WLLZ-F	9 WJZZ-F	9 WLLZ-F
10	10	10 WDFX-F	10 WWWW-F	10 WJOI-F	10	WRIF-F	10 WXYT	10 WWJ	10 WCZY-F	10 WHYT-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJLB-F>	1 WJLB-F>	1 WJLB-F>	1 WJLB-F>	1 WJLB-F	1 WLLZ-F	1 WLLZ-F	1 WCSX-F	1 WLLZ-F	1 WCSX-F
2 WDFX-F	2 WHYT-F	2 WNIC-F	2 WCZY-F	2 WJR	2 WJLB-F	2 WRIF-F	2 WRIF-F<	2 WCSX-F	2 WJR
3 WHYT-F	3 WNIC-F<	3 WHYT-F	3 WNIC-F	3 WLTI-F	3 WRIF-F	3 WCSX-F	3 WLLZ-F>	3 WRIF-F	3 WRIF-F<
4 WCZY-F	4 WCZY-F	4 WCZY-F<	4 WHYT-F<	4 WNIC-F	4 WDFX-F>	4 WJLB-F>	4 WJLB-F>	4 WJLB-F>	4 WLLZ-F
5 WNIC-F>	5 WDFX-F	5 WLTI-F<	5 WLTI-F	WCZY-F	5 WHYT-F	5 WDFX-F	5 WNIC-F	5 WJR >	5 WJLB-F>
6 WRIF-F<	6 WLTI-F	6 WCSX-F>	6 WDFX-F	6 WWWW-F	6 WCSX-F>	6 WHYT-F	WJR	6 WNIC-F	6 WJZZ-F
7 WLTI-F	7 WCSX-F	7 WOMC-F<	7 WJR <	7 WOMC-F	7 WWWW-F	7 WCZY-F<	WCZY-F	7 WCZY-F	7 WWJ
8 WLLZ-F	8 WRIF-F<	8 WKSG-F	8 WOMC-F	8 WJOI-F	WCZY-F	8 WNIC-F	8 WKSG-F	8 WDFX-F	WNIC-F<
9 WJOI-F	9 WLLZ-F	9 WJZZ-F	9 WWWW-F	9 WHYT-F	9	9 WJR	9	9 WJZZ-F	9 WKSG-F
10 WCSX-F	10 WKSG-F	10 WLLZ-F	10 WJOI-F	10 WKSG-F	10	10	10	WHYT-F	10 WWWW-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		919 (6)	919 (6)	14.9	15.6
AOR/CLASSIC		794 (3)	794 (3)	12.8	12.8
AC/OLDIES/SOFT ROCK	130 (2)	939 (5)	1069 (7)	17.3	15.0
MOR/VARIETY	664 (1)		664 (1)	10.7	11.5
COUNTRY	97 (1)	289 (1)	386 (2)	6.2	6.8
BLACK/URBAN	144 (2)	604 (2)	748 (4)	12.1	12.3
BEAUTIFUL/EASY		365 (1)	365 (1)	5.9	6.3
NEWS/TALK	550 (2)		550 (2)	8.9	8.2
NOSTALGIA	212 (1)		212 (1)	3.4	5.0
RELIGION/GOSPEL	23 (1)	56 (1)	79 (2)	1.3	0.8
SPANISH					
CLASSICAL		120 (1)	120 (1)	1.9	1.6
JAZZ/NEW AGE		252 (2)	252 (2)	4.1	4.1
UNKNOWN/OTHERS	25 (1)		25 (1)	0.4	
	1845 (11)	4338 (22)	6183 (33)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCAR	1090	Livonia	0.4/1.1
WCHB	1440	Inkster	1.0/3.4
WEXL	1340	Royal Oak	0.3/1.5
WHND	560	Monroe/Detroit	0.4/1.6
WMUZ-F	103.5	Detroit	0.8/2.8
CJOM-F	88.7	Windsor	0.4/3.2
WIOG-F	102.5	Bay City/Flint	0.4/1.2
WTWR-F	98.3	Monroe/Toledo	0.4/1.1

AM STATIONS

WCHB	1440	1 KW	GOSPEL	NBN	$ 38.00	(Torbet)		Wendell Cox
WCXI	1130	50 KW/10 KW (DA-2)	COUNTRY	APR	$ 65.00	(Christal)	Shamrock	Phil Lamka
WHND	560	500 W (DAYS, DA)	OLDIES	US 1	$ N/A	(Mc-Guild)	Greater Media (MONROE)	Tom Bender
WJR	760	50 KW	MOR/VARIETY	ABC I	$ 235.00	(Katz)	Cap Cities/ABC	Jim Long
WMTG	1310	5 KW (DA-2)	OLDIES	SMN	$ N/A	(Mc-Guild)	Fairmont	Joe Bacarella
WQBH	1400	1 KW	BLACK		$ 48.00	(Patt)		---
WWJ	950	5 KW (DA-N)	NEWS	CBS	$ 157.00	(CBS)	CBS	Rod Zimmerman
WXYT	1270	5 KW (DA-N)	TALK	NBC, MBS	$ 90.00	(Roslin)	Fritz	Charles Fritz
CKLW	800	50 KW (DA-2)	NOSTALGIA		$ 76.00	(Banner)	(WINDSOR ONT.)	Terry Coles

FM STATIONS

WCSX	94.7	10 KW @ 950	CLASSIC AOR	US 1	$ 109.00	(Mc-Guild)	Greater Media	Tom Bender
WXZY	95.5	100 KW @ 430	CHR		$ 138.00	(HNWH)	Broadcasting Partners	Betty Pazdernik
WDFX	99.5	21 KW @ 745	CHR	SOURCE	$ 99.00	(MMR)	Hoker	Paul Jacobs
WGPR	107.5	50 KW @ 360	BLACK	SBN	$ 60.00	(Lazar)		George Mathews
WHYT	96.3	20 KW @ 780	CHR	ABC C	$ 150.00	(Katz)	Cap Cities/ABC	John Cravens
WJLB	97.9	50 KW @ 490	BLACK		$ 167.00	(MMR)	Booth/Genesis	Verna Green
WJOI	97.1	12 KW @ 802	BTFL/EZ		$ 137.00	(CBS)	CBS	Rod Zimmerman
WJZZ	105.9	20 KW @ 724	JAZZ		$ 80.00	(---)		Robert Bell-Bass
WKSG	102.7	50 KW @ 500	OLDIES	TRNSTR	$ 90.00	(Durpetti)	Ragan Henry	John Patton
WLLZ	98.7	50 KW @ 480	AOR	MBS, NBC	$ 150.00	(Banner)	Legacy	Kevin Smith
WLTI	93.1	26 KW @ 600	SOFT AC		$ 106.00	(Christal)	Viacom	Terry Wood
WMUZ	103.5	50 KW @ 500	RELIGION		$ 40.00	(---)	Crawford	Frank Franciosi
WNIC	100.3	50 KW @ 400	AC		$ 161.00	(Mc-Guild)	Fairmont	Joe Bacarella
WOMC	104.3	190 KW @ 416	AC	US 2	$ 140.00	(Republic)	Infinity	Elaine Baker
WQRS	105.1	18 KW @ 782	CLASSICAL		$ 80.00	(CMBS)	Marlin	Lorraine Golden
WRIF	101.1	27 KW @ 880	AOR	ABC R	$ 117.00	(Republic)	Great American	Bob Schutt
WVAE	92.3	21 KW @ 742	JAZZ/NAC		$ 81.00	(Roslin)	Fritz	Charles Fritz
WWWW	106.7	61 KW @ 508	COUNTRY	APR	$ 150.00	(Christal)	Shamrock	Phil Lamka
CKMR	93.9	100 KW @ 700	OLDIES		$ 62.00	(Banner)	(WINDSOR, ONT)	Terry Coles

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

DULUTH

Arbitron Rank/Pop (12+): 153/204,800

MSA Rank/Pop: 181/236,900
ADI # 126
Average Person Ratings: 19.1
Market TSL: 24.75 hours

Stations: 18/18
Diaries: 582/352:1/60.0%
Sample Target: 600
% Below Line: 0.0
% Not Listed: 14.8

1988 Revenue: $6,200,000
HH Inc.: $29,753
Retail $: 1.6 Bil
Pop per Station: 11,377
#1 Biller: NA

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KZIO-F (CHR)	38/ 9.7	----	8.3	----	8.6	----	56/626	461/22.5	18.4	17.9	73	20.5	54	531	KZIO-F
2. WAKX-F (O)	35/ 9.0	----	5.0	----	3.2	----	44/512	399/19.5	12.9	12.9	174	6.1	16	275	WAKX-F
3. WTBX-F (CHR)	34/ 8.7	----	5.5	----	8.0	----	45/512	313/15.3	12.8	13.7	76				WTBX-F
KDAL (MOR)	34/ 8.7	----	11.0	----	10.3	----	48/618	411/20.1	22.7	19.6	82	9.5	25	291	KDAL
5. WKKQ (C)	31/ 7.9	----	8.0	----	7.1	----	48/406	253/12.4	15.2	12.2	38				WKKQ
6. KQDS-AF (AOR)	29/ 7.4	----	9.6	----	10.6	----	39/557	389/19.0	21.5	20.5	123	16.3	43	431	KQDS-AF
7. KDAL-F (AC)	25/ 6.4	----	7.7	----	8.6	----	34/493	353/17.2	18.1	16.2	159	9.5	25	276	KDAL-F
8. WAVC-F (C)	17/ 4.3	----	5.5	----	11.8	----	36/536	283/13.8	14.7	21.4	142	8.0	21	302	WAVC-F
9. WDSM (C)	16/ 4.1	----	6.1	----	3.8	----	25/345	208/10.2	13.7	10.5	61	6.4	17	235	WDSM
10. WCDK-F (C)	14/ 3.6	----	3.9	----	0.6	----	18/200	122/ 6.0	8.1	2.5	169				WCDK-F
11. WEVE-AF (AC)	13/ 3.4	----	3.3	----	3.2	----	14/270	230/11.2	7.1	7.4	121				WEVE-AF
12. KXTP (BB)	13/ 3.3	----	3.9	----	3.5	----	13/230	197/ 9.6	9.0	9.1	30	4.9	13	77	KXTP
13. WHLB (BB)	12/ 3.1	----	3.0	----	2.7	----	12/137	137/ 6.7	5.1	7.5	81				WHLB
14. WEBC (MOR)	10/ 2.6	----	4.4	----	5.0	----	18/401	271/13.2	16.3	15.7	115	4.5	12	217	WEBC
15.															

12+ FM SHARE (METRO): 61.26% (204 of 333) (SPG 88: 55.18%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZIO-F>>	1 KQDS-AF	1 WAKX-F	1 WAKX-F>	1 WAKX-F>	1 WKKQ	1 WAKX-F<	1 WAKX-F	1 WTBX-F	1 WTBX-F	1 KQDS-F
2 WTBX-F>>	2 WAKX-F	2 KQDS-AF	2 KDAL-F	2 KDAL-F	KDAL >	2 KDAL	2 WKKQ	2 KQDS-AF	2 KZIO-F	2 KZIO-F>
3	3 WTBX-F	3 WTBX-F<	3 KQDS-AF	3 KQDS-AF	3 KDAL-F	3 KZIO-F	3 KQDS-AF<	KZIO-F<	3 KDAL	3 WEBC
4	4 KZIO-F>>	4 KZIO-F	4 WTBX-F	4 KZIO-F	4 WDSM	4 WKKQ	4 KDAL-F	4 WKKQ	4 WEBC	4 WEVE-F
5	5	5 KDAL-F	5	KDAL	5 KXTP	5 WTBX-F	5 KDAL	5 WAKX-F	5 KQDS-AF	5 WAVC-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KZIO-F>	1 WTBX-F	1 WAKX-F	1 KDAL-F	1 KDAL-F>	1 WTBX-F>	1 KQDS-AF>	1 KQDS-AF	1 WAKX-F	1 WAKX-F>
2 KQDS-AF	2 WAKX-F	2 WTBX-F>	2 WTBX-F	2 WTBX-F	2 KQDS-AF	2 WAKX-F>	WAKX-F>>	2 KQDS-AF>	2 KQDS-AF>
3 WTBX-F>>	KZIO-F>	3 KDAL-F	3 KZIO-F	WAKX-F>	3 KZIO-F>>	3 WTBX-F	3 KZIO-F	3 WTBX-F	3 KDAL >
4 WDSM	4 KQDS-AF	4 WCDK-F>	4 WAKX-F>	4 WAVC-F	4	4 KZIO-F>>	4	KZIO-F>	4 WCDK-F
WAKX-F	KDAL-F	5 WEVE-AF	5 KQDS-AF	KZIO-F	5	5	5	5 KDAL	KZIO-F
KDAL-F	6	KZIO-F	6 WAVC-F	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		72 (2)	72 (2)	21.6	15.2
AOR/CLASSIC		29 (1)	29 (1)	8.7	11.3
AC/OLDIES/SOFT ROCK	1 (1)	72 (3)	73 (4)	21.9	14.0
MOR/VARIETY	52 (4)		52 (4)	15.6	22.9
COUNTRY	47 (2)	31 (2)	78 (4)	23.4	25.9
BLACK/URBAN					
BEAUTIFUL/EASY					
NEWS/TALK					
NOSTALGIA	25 (2)		25 (2)	7.5	4.3
RELIGION/GOSPEL	4 (1)		4 (1)	1.2	0.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					5.8
	129 (10)	204 (8)	333 (18)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WELY	1450	Ely	1.0/2.4
WMFG	1240	Hibbing/Vrginia	1.0/4.4
WMFG-F	106.3	Hibbing/Vrginia	
WWJC	850	Duluth	1.0/3.0

RADIO STATIONS

KDAL, 610, 5 KW (DA-N), MOR	CBS, $	25.00 (Katz)		John Snee
KXTP, 970, 1 KW, NOSTALGIA	ABC D, $	12.00 (K & P)		Lew Latto
WDSM, 710, 10 KW/1 KW (DA-N), COUNTRY	NBC, $	17.00 (Torbet)		Pat McNulty
WEBC, 560, 5 KW (DA-N), MOR	ABC E, US 2, $	16.00 (Mc-Guild)		Jenny Gutensohn
WHLB, 1400, 1 KW, NOSTALGIA	MBS, $	9.00 (---)	(VIRGINIA)	John Snidarich
WKKQ, 650, 10 KW/500 W (DA-N), COUNTRY	ABC D, $	10.00 (Banner)	(HIBBING)	David Acaley
KDAL-F, 95.7, 100 KW @ 730, AC	, $	28.00 (Katz)		John Snee
KQDS-F, 94.9, 100 KW @ 730, AOR	, $	22.00 (HNWH)		Chuck Poet
KZIO-F, 102.5, 100 KW @ 600, CHR	ABC C, $	26.00 (Torbet)		Pat McNulty
WAKX-F, 98.9, 100 KW @ 600, OLDIES	, $	23.00 (K & P)		Lew Latto
WAVC-F, 105.1, 100 KW @ 790, COUNTRY	, $	20.00 (Mc-Guild)		Jerry Gutensohn
WCDK-F, 99.9, 100 KW @ 800, COUNTRY	MBS, $	9.00 (---)	(VIRGINIA)	Grey Saylor
WEVE-F, 97.9, 71 KW @ 550, AC	ABC E, $	10.00 (K & P)	(EVELETH)	Jerry Sylvester
WTBX-F, 93.9, 100 KW @ 546, CHR	, $	15.00 (Banner)	(HIBBING)	David Acaley

EL PASO

Arbitron Rank/Pop (12+): 80/443,600

MSA Rank/Pop: 88/569,700
ADI # 103
Average Person Ratings: 18.7
Market TSL: 24.75 hours

Stations: 22/17
Diaries: 958/463:1/55.2%
Sample Target: 800
% Below Line: 2.9
% Not Listed: 9.5

1988 Revenue: $12,400,000
HH Inc.: $28,241
Retail $: 2.8 Bil
Pop per Station: 26,094
#1 Biller: KHEY-AF $3,100,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KPRR-F (CHR)	119/14.4	13.4	12.0	11.7	13.1	12.9	121/1319	1256/28.3	23.9	23.9	42	18.3	161	1350	KPRR-F
2. KHEY-F (C)	96/11.6	10.4	11.2	8.4	10.0	10.4	116/1348	1033/23.3	24.5	21.4	128	11.4	100	953	KHEY-F
3. KLAQ-F (AOR)	82/ 9.9	10.8	10.9	16.0	10.6	11.9	99/1273	1025/23.1	21.7	20.6	99	18.7	165	1335	KLAQ-F
4. KTSM-F (EZ)	69/ 8.3	6.7	5.9	4.9	6.5	6.4	92/1000	753/17.0	12.5	11.8	83	4.5	40	689	KTSM-F
5. KBNA-AF (SP)	57/ 6.9	7.6	8.9	8.2	8.4	7.9	60/815	731/16.5	17.7	0.0	122	6.0	37	453	KBNA-AF
6. KOFX-F (AC)	56/ 6.8	4.2	4.4	6.1	5.1	5.4	70/744	563/12.7	13.2	13.8	144	3.9	34	306	KOFX-F
7. KLTO-F (AC)	42/ 5.1	5.9	5.6	3.8	3.7	5.1	42/754	738/16.6	14.0	12.8	153	4.2	37	448	KLTO-F
8. KAMA (SP)	40/ 4.8	4.9	4.8	6.6	5.1	5.3	47/480	421/ 9.5	9.9	11.7	87	6.1	54	605	KAMA
9. KAMZ-F (AC)	39/ 4.7	7.1	4.8	6.1	5.9	5.7	41/878	798/18.0	16.4	18.6	104	4.9	43	731	KAMZ-F
10. KEZB-AF (CHR)	38/ 4.6	4.3	6.2	9.2	8.7	6.1	46/1162	994/22.0	22.9	25.2	67	5.3	47	887	KEZB-AF
11. KHEY (C)	24/ 2.9	2.5	2.8	3.0	2.4	2.8	28/528	441/ 9.9	9.0	7.9	93	3.2	28	253	KHEY
12. KTSM (N/T)	20/ 2.4	3.1	3.8	2.9	3.5	3.0	20/349	328/ 7.4	9.4	7.9	67	3.1	27	325	KTSM
13. KROD (O)	16/ 1.9	3.9	4.4	4.2	2.6	3.6	28/447	334/ 7.5	8.2	8.0	163	2.6	23	344	KROD
14.															
15.															

12+ FM SHARE (METRO): 81.04% (607 of 749) (SPG 88: 74.73%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPRR-F>>	1 KLAQ-F	1 KLAQ-F<	1 KHEY-F	1 KHEY-F>	1 KTSM-F	1 KPRR-F	1 KHEY-F<	1 KPRR-F	1 KPRR-F>>	1 KLAQ-F
2 KEZB-AF	2 KPRR-F>	2 KHEY-F	2 KOFX-F	2 KOFX-F	2 KHEY-F>	2 KHEY-F	2 KTSM-F	2 KHEY-F	2 KLAQ-F	2 KOFX-F>>
KLAQ-F	3 KHEY-F<	3 KPRR-F	KLAQ-F	KLAQ-F	3 KAMA	3 KLAQ-F	3 KLAQ-F	3 KLAQ-F>	3 KHEY-F>	3 KHEY-F
4	4 KOFX-F	4 KOFX-F>	4 KBNA-AF	4 KBNA-AF	4 KBNA-AF	4 KBNA-AF	4 KPRR-F	4 KTSM-F	4 KAMZ-F	4 KPRR-F
5	5	5 KBNA-AF	5 KLTO-F	5 KLTO-F	5 KHEY	5 KTSM-F<	5 KOFX-F	5 KOFX-F<	5 KTSM-F<	5 KROD
6	6	6	6	6	6	6 KOFX-F	6 KBNA-AF	6 KLTO-F	6 KEZB-AF	6 KTSM-F
									KOFX-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KPRR-F>>	1 KPRR-F	1 KHEY-F	1 KHEY-F	1 KHEY-F>	1 KPRR-F	1 KLAQ-F>>	1 KLAQ-F>>	1 KLAQ-F>	1 KLAQ-F<
2 KHEY-F	KHEY-F>	2 KBNA-AF	2 KPRR-F	2 KLTO-F	KLAQ-F>>	2 KPRR-F	2 KOFX-F>	2 KPRR-F	2 KHEY-F
3 KEZB-AF	3 KBNA-AF<	3 KOFX-F	3 KLTO-F	3 KBNA-AF	3 KOFX-F	3 KOFX-F>	3 KHEY-F	KOFX-F	3 KOFX-F>
4 KLAQ-F>	4 KLTO-F	4 KLTO-F	4 KBNA-AF	4 KTSM-F	4 KEZB-AF	4 KHEY-F	4 KPRR-F	KHEY-F>>	4 KBNA-AF
5 KLTO-F	KAMZ-F	KAMZ-F	5 KOFX-F	5 KOFX-F	5	5 KEZB-AF	5 KBNA-AF	5	5
KAMZ-F	6	6	KAMZ-F	6	6	6	6 KLTO-F	6	6

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		157 (2)	157 (2)	21.0	29.8
AOR/CLASSIC		82 (1)	82 (1)	10.9	11.3
AC/OLDIES/SOFT ROCK	16 (1)	137 (3)	153 (4)	20.4	12.2
MOR/VARIETY					
COUNTRY	24 (1)	96 (1)	120 (2)	16.0	13.3
BLACK/URBAN					
BEAUTIFUL/EASY		69 (1)	69 (1)	9.2	7.0
NEWS/TALK	20 (1)		20 (1)	2.7	3.7
NOSTALGIA					
RELIGION/GOSPEL	14 (1)	10 (1)	24 (2)	3.2	1.5
SPANISH	68 (6)	56 (3)	124 (9)	16.6	20.5
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.8
	142 (10)	607 (12)	749 (22)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KELP	1590	El Paso	1.7/3.7
KPAS-F	103.1	Fabens/El Paso	1.2/2.3
KVIV	1340	El Paso	0.4/2.0
XEFV	1000	Ciudad Juarez	0.5/1.0
XEJ	970	Ciudad Juarez	0.8/3.0
XHIM-F	105.1	Ciudad Juarez	0.6/1.6
XHNZ-F	107.5	Ciudad Juarez	0.6/2.5
XROK	800	Ciudad Juarez	0.4/0.4

RADIO STATIONS

KAMA, 750, 10 KW/1 KW (DA-2), HISPANIC	, $	33.00 (Caballero)	Pinnacle	Buddy Howell
KBNA, 920, 1 KW/500 W (DA-N), SIMULCAST WITH KBNA /				
KHEY, 690, 10 KW (DA-2), COUNTRY	ABC I, $	N/A (Katz)		Gary Ackers
KROD, 600, 5 KW (DA-2), OLDIES	ABC E, $	18.00 (HNWH)		Charles Cohn
KTSM, 1380, 5 KW/500 W, TALK/NEWS	NBC, CBS, $	20.00 (HNWH)		Jack Rye
KAMZ-F, 93.1, 30 KW @ 1190, AC	, $	31.00 (Eastman)	Pinnacle	Buddy Howell
KBNA-F, 97.5, 60 KW @ 1080, HISPANIC	, $	40.00 (Katz Hisp.)	Tichenor	Dan Wilson
KEZB-F, 93.9, 96 KW @ 1210, CHR	ABC F, $	34.00 (Christal)		John Wagner
KHEY-F, 96.3, 88 KW @ 1388, COUNTRY	, $	70.00 (Katz)		Jim Phillips
KLAQ-F, 95.5, 100 KW @ 1390, AOR	ABC R, $	50.00 (HNWH)		Charles Cohn
KLTO-F, 94.7, 61 KW @ 1080, AC	, $	29.00 (Republic)		---
KOFX-F, 92.3, 100 KW @ 1860, AC	US 1, $	30.00 (Mc-Guild)		Leo Robertson
KPRR-F, 102.1, 100 KW @ 1190, CHR	US 2, $	41.00 (Torbet)		Dick Lewis
KTSM-F, 99.9, 100 KW @ 1800, BTFL/EZ	NBC, CBS, $	30.00 (HNWH)		Jack Rye

MISCELLANEOUS COMMENTS: KVIV sold for $450,000.

ERIE

Arbitron Rank/Pop (12+): 139/231,700
MSA Rank/Pop: 158/279,900
ADI # 142
Average Person Ratings: 15.7
Market TSL: 21.75 hours

Stations: 10/9
Diaries: 678/342:1/56.7%
Sample Target: 610
% Below Line: 0.0
% Not Listed: 16.5

1988 Revenue: $5,500,000
HH Inc.: $31,386
Retail $: 1.7 Bil
Pop per Station: 25,744
#1 Biller: WXKC-F $1,600,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WJET-F (CHR)	89/24.5	23.8	24.1	----	20.9	----	90/998	953/41.1	40.6	42.5	76				WJET-F
2. WXKC-F (AC)	49/13.5	17.3	17.2	----	16.2	----	58/843	685/29.6	33.1	32.6	165				WXKC-F
3. WCCK-F (AOR)	42/11.5	14.8	14.2	----	20.7	----	46/878	690/29.8	30.0	41.0	125				WCCK-F
4. WEYZ (BB)	38/10.4	7.7	9.0	----	8.1	----	39/417	410/17.7	15.1	14.2	31				WEYZ
5. WZPR-F (C)	22/ 6.0	5.8	3.5	----	5.2	----	81/645	224/ 9.7	7.7	8.1	123				WZPR-F
6. WRIE (AC)	21/ 5.8	2.7	5.5	----	2.1	----	27/432	391/16.9	11.7	9.6	155				WRIE
7. WREO-F (EZ)	17/ 4.7	7.4	6.1	----	4.5	----	38/476	258/11.1	12.5	11.3	34				WREO-F
8. WLKK (C)	16/ 4.4	3.6	3.2	----	1.8	----	16/221	214/ 9.2	7.7	5.8	98				WLKK
9. WCTL-F (REL)	8/ 2.2	1.1	1.7	----	----	----	11/185	104/ 4.5	3.5	0.0	95				WCTL-F
10.															

12+ FM SHARE (METRO): 75.33% (229 of 304) (SPG 88: 76.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJET-F>>	1 WJET-F>>	1 WJET-F>	1 WXKC-F	1 WXKC-F	1 WEYZ	1 WJET-F>>	1 WJET-F	1 WJET-F>	1 WJET-F>>	1 WJET-F>>
2	2 WCCK-F	2 WXKC-F	2 WJET-F>	2 WJET-F	2 WXKC-F	2 WXKC-F	2 WXKC-F>	2 WXKC-F>	2 WXKC-F	2 WXKC-F
3	3 WXKC-F>>	3 WCCK-F>>	3 WCCK-F>	3 WCCK-F>	3 WJET-F	3 WCCK-F	3 WEYZ	3 WEYZ <	3 WCCK-F	3 WEYZ
4	4	4	4 WRIE	4 WRIE	4 WZPR-F	4 WEYZ	WCCK-F	4 WCCK-F>	4 WEYZ	WCCK-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WJET-F>>	1 WJET-F>>	1 WJET-F	1 WJET-F>>	1 WJET-F
2 WXKC-F>	2 WXKC-F	2 WXKC-F	2 WXKC-F>	2 WXKC-F>
3 WCCK-F>>	3 WCCK-F>>	WCCK-F>>	3 WCCK-F>>	3 WCCK-F
4	4	4	4	4

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJET-F	1 WJET-F	1 WXKC-F	1 WJET-F	1 WXKC-F>
2 WCCK-F>>	2 WCCK-F>>	WCCK-F	2 WCCK-F	2 WCCK-F
3 WREO-F	3 WXKC-F>>	3 WJET-F>>	3 WXKC-F>	3 WJET-F>
WCTL-F>>	4 WRIE	4 WRIE >	4 WRIE	4 WRIE

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		89 (1)	89 (1)	29.3	43.0
AOR/CLASSIC		42 (1)	42 (1)	13.8	
AC/OLDIES/SOFT ROCK	21 (1)	51 (2)	72 (3)	23.7	28.7
MOR/VARIETY					
COUNTRY	16 (1)	22 (1)	38 (2)	12.5	9.4
BLACK/URBAN					
BEAUTIFUL/EASY		17 (1)	17 (1)	5.6	6.8
NEWS/TALK					
NOSTALGIA	38 (1)		38 (1)	12.5	10.1
RELIGION/GOSPEL		8 (1)	8 (1)	2.6	2.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	75 (3)	229 (7)	304 (10)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WMYJ-F	97.9	Edinboro/ERie	0.5/1.9

RADIO STATIONS

WEYZ, 1450, 5 KW (DA-2)	, NOSTALGIA	ABC I, $ 20.00 (Katz)	Burbach		Howard Nemenz
WLKK, 1400, 1 KW	, COUNTRY	SMN, $ 10.00 (Roslin)			R. Wiley
WRIE, 1260, 5 KW (DA-2)	, OLDIES (?)	SMN, $ 14.00 (Christal)			Don Kelly
WCCK-F, 103.7, 50 KW @ 500	, CLASSIC AOR (?)	ABC D, $ 35.00 (Katz)	Burbach		Howard Nemenz
WCTL-F, 106.3, 3 KW @ 300	, RELIGION	, $ 4.00 (---)		(UNION CITY)	Bill Baker
WJET-F, 102.3, 470 W @ 670	, CHR	, $ 30.00 (Banner)	Myson Jones		John Kanzius
WXKC-F, 99.9, 10 KW @ 400	, AC	, $ 39.00 (Torbet)			Don Kelly
WZPR-F, 100.3, 20 KW @ 585	, COUNTRY	ABC E, $ 19.00 (---)		(MEADVILLE)	Gary Gunton
WREO-F, 97.1, 50 KW @ 500	, BTFL/EZ	UPI, $ 17.00 (Dome)		(ASHTABULA, OH)	Betty Layport

MISCELLANEOUS COMMENTS: WHDZ changes calls to WRIE (March)...WLKK sold for $283,000.

EUGENE

Arbitron Rank/Pop (12+): 145/220,400

MSA Rank/Pop: 165/262,100
ADI # 116
Average Person Ratings: 15.6
Market TSL: 20.5 hours

Stations: 15/13
Diaries: 608/363:1/54.9%
Sample Target: 620
% Below Line: 1.5
% Not Listed: 23.0

1988 Revenue: $6,100,000
HH Inc.: $26,881
Retail $: 1.6 Bil
Pop per Station: 16,953
#1 Biller: NA

12+ METRO		1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KUGN-F	(C)	57/16.6	8.4	13.8	14.7	13.5	----	68/561	497/22.5	21.1	21.7	104	13.9	48	417	KUGN-F
2. KSND-F	(CHR)	31/ 9.0	11.1	12.1	13.3	12.5	----	41/604	527/23.9	26.5	25.0	43	15.9	55	577	KSND-F
3. KUGN	(MOR)	29/ 8.5	9.9	9.5	10.2	9.4	----	33/521	458/20.8	22.3	20.5	87	9.8	34	463	KUGN
KMGE-F	(AC)	29/ 8.5	7.5	8.2	6.8	10.1	----	32/531	450/20.4	19.1	20.3	121	7.8	27	338	KMGE-F
5. KZEL-F	(AOR)	25/ 7.3	9.6	8.9	4.4	6.6	----	30/596	447/20.3	17.5	16.1	101	9.5	33	487	KZEL-F
6. KPNW-F	(AC)	24/ 7.0	8.4	9.5	7.8	10.1	----	44/531	317/14.4	17.5	17.0	134	4.9	17	270	KPNW-F
7. KLCX-F	(AOR)	22/ 6.4	3.0	4.9	4.1	4.2	----	40/419	254/11.5	9.6	16.2	108	5.8	20	301	KLCX-F
8. KPNW	(MOR)	16/ 4.7	5.7	5.6	5.1	6.3	----	28/461	256/11.6	12.4	16.7	126	3.8	13	239	KPNW
9. KDUK	(BB)	10/ 2.9	3.0	2.6	3.4	4.5	----	13/192	148/ 6.7	6.4	6.0	34	1.7	6	87	KDUK
10. KKXO	(O)	5/ 1.5	1.8	1.3	3.1	1.0	----	5/120	120/ 5.4	5.1	3.0	133	1.4	5	55	KKXO

12+ FM SHARE (METRO): 74.62% (197 of 264) (SPG 88: 72.17%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KSND-F>>	1 KUGN-F	1 KUGN-F>	1 KUGN-F>	1 KUGN-F>	1 KUGN-F>	1 KUGN-F	1 KUGN-F>	1 KUGN-F>	1 KUGN-F	1 KUGN <
2	2 KZEL-F	2 KMGE-F	2 KMGE-F	2 KMGE-F	2 KUGN >	2 KUGN >	2 KMGE-F	2 KSND-F	KSND-F>	2 KUGN-F>>
3	KLCX-F	3 KZEL-F	3 KPNW-F	3 KPNW-F	3 KPNW-F	3 KSND-F	3 KPNW-F	3 KMGE-F	3 KUGN >	3 KLCX-F
4	4 KSND-F	4 KLCX-F	4 KZEL-F	4 KZEL-F	4 KPNW	4 KMGE-F	4 KUGN	4 KZEL-F	4 KZEL-F	4
5	KMGE-F>>	5 KSND-F	5 KLCX-F	KUGN	5	5	5	5	KLCX-F	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KSND-F	1 KMGE-F>	1 KMGE-F	1 KMGE-F	1 KUGN-F<
2 KMGE-F>	2 KSND-F	2 KUGN-F>	2 KUGN-F>	2 KMGE-F>
3 KLCX-F>	3 KUGN-F	3 KZEL-F	3 KSND-F	3 KPNW-F
4 KZEL-F>>	4 KZEL-F	4 KUGN	4 KPNW-F	4 KUGN
5	5	KSND-F	5	5

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSND-F	1 KLCX-F	1 KLCX-F	1 KUGN-F>	1 KUGN-F>
2 KZEL-F	2 KZEL-F	2 KUGN-F	2 KLCX-F	2 KLCX-F
3 KLCX-F>	3 KUGN-F>	3 KZEL-F>	3 KZEL-F>	3 KZEL-F
4 KUGN-F>>	4 KSND-F>	4 KPNW-F	4 KSND-F	4 KPNW-F
5	5 KPNW-F	5	5 KPNW-F	5

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		33 (2)	33 (2)	12.5	14.9
AOR/CLASSIC		47 (2)	47 (2)	17.8	18.5
AC/OLDIES/SOFT ROCK	5 (1)	57 (3)	62 (4)	23.5	21.8
MOR/VARIETY	45 (2)		45 (2)	17.0	18.5
COUNTRY	3 (1)	60 (2)	63 (3)	23.9	21.8
BLACK/URBAN					
BEAUTIFUL/EASY					
NEWS/TALK					
NOSTALGIA	10 (1)		10 (1)	3.8	3.2
RELIGION/GOSPEL	4 (1)		4 (1)	1.5	1.2
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	67 (6)	197 (9)	264 (15)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KEED	1600	Eugene	0.9/5.2
KORE	1050	Springfield/Eug	1.2/4.8
KZAM-F	95.3	Creswell/Eugene	1.2/5.0
KFAT-F	106.1	Corvallis	0.9/2.4
KXYQ-F	105.1	Salem/Portland	0.6/2.2

RADIO STATIONS

KDUK, 1280, 5 KW/1 KW (DA-N), NOSTALGIA	, $	13.00 (Banner)		G. Lorenzon
KKXO, 1450, 1 KW, OLDIES	TRNSTR, $	11.00 (Eastman)		Bob Oxarart
KPNW, 1120, 50 KW (DA-1), MOR/AC	ABC I, $	20.00 (Katz)	Pacific NW	Dave Woodward
KUGN, 590, 5 KW/1 KW (DA-N), MOR	CBS, MBS, $	28.00 (Torbet)		Chuck Chackel
KLCX-F, 104.7, 100 KW @ 1703, CLASSIC ROCK	, $	20.00 (Banner)	(FLORENCE)	G. Lorenzon
KMGE-F, 94.5, 100 KW @ 813, AC	, $	28.00 (Eastman)		Bob Oxarart
KPNW-F, 99.1, 100 KW @ 1645, SOFT AC	, $	27.00 (Katz)	Pacific NW	Dave Woodward
KSND-F, 93.1, 100 KW @ 850, CHR	, $	34.00 (MMR)	Comm. Pacific	Mike Groshong
KUGN-F, 97.9, 100 KW @ 785, COUNTRY	MBS, $	38.00 (Torbet)		Chuck Chackel
KZAM-F, 95.3, 1.6 KW @ 400, OLDIES	, $	14.00 (HNWH)	Keffco (CRESWELL)	Steve Sandman
KZEL-F, 96.1, 100 KW @ 870, AOR	NBC, SOURCE, $	25.00 (Christal)		Dan Gittings

MISCELLANEOUS COMMENTS: KDUK, KLCX-F sold by Constant to Pacific Telecom for $_____...KUGN A/F sold for $4,200,000.

EVANSVILLE

Arbitron Rank/Pop (12+): 139/234,300
MSA Rank/Pop: 156/283,200
ADI # 91
Average Person Ratings: 17.9
Market TSL: 23.25 hours

Stations: 11/9
Diaries: 608/385:1/52.5%
Sample Target: 630
% Below Line: 1.0
% Not Listed: 9.8

1988 Revenue: $9,900,000
HH Inc.: $31,544
Retail $: 2.2 Bil
Pop per Station: 26,033
#1 Biller: WIKY-AF $2,500,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WSTO-F (CHR)	93/22.1	----	19.9	----	31.5	----	187/1999	937/40.0	40.7	44.7	76				WSTO-F
2. WIKY-F (MOR)	81/19.3	----	24.8	----	25.5	----	113/1273	881/37.6	34.5	34.3	84				WIKY-F
3. WYNG-F (C)	68/16.2	----	14.5	----	12.9	----	81/812	619/26.4	25.5	21.0	117				WYNG-F
4. WKDQ-F (AC)	50/11.9	----	13.7	----	8.3	----	93/1173	628/26.8	25.8	22.8	148				WKDQ-F
5. WGBF-AF (AOR)	31/ 7.4	----	8.8	----	3.2	----	33/423	328/14.0	14.0	3.5	109				WGBF-AF
6. WBKR-F (C)	25/ 6.0	----	6.7	----	5.4	----	114/1410	383/16.3	14.2	10.5	115				WBKR-F
7. WSON (BB)	11/ 2.6	----	1.3	----	1.1	----	13/206	146/ 6.2	4.4	3.2	15				WSON
8. WIKY (MOR)	10/ 2.4	----	2.1	----	3.0	----	10/172	164/ 7.0	6.9	7.6	87				WIKY
9.															
10.															

12+ FM SHARE (METRO): 91.56% (347 of 379) (SPG 88: 93.15%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WSTO-F>>	1 WSTO-F>>	1 WSTO-F>	1 WKDQ-F<	1 WYNG-F	1 WIKY-F	1 WIKY-F	1 WIKY-F	1 WSTO-F>	1 WSTO-F>>	1 WSTO-F>>
2	2 WGBF-AF	2 WKDQ-F	2 WSTO-F	2 WKDQ-F<	2 WYNG-F>>	2 WSTO-F	2 WSTO-F<	2 WIKY-F	2 WIKY-F<	2 WYNG-F>
3	3 WKDQ-F>	3 WYNG-F>	3 WYNG-F	3 WSTO-F<	3 WKDQ-F	3 WYNG-F>	3 WYNG-F	3 WYNG-F	3 WYNG-F	3 WIKY-F
4	4 WYNG-F	4 WGBF-AF	4 WIKY-F>	4 WIKY-F>>	4 WBKR-F	4 WKDQ-F	4 WKDQ-F	4 WKDQ-F>	4 WKDQ-F<	4 WKDQ-F
5	5 WIKY-F	5 WIKY-F	5 WGBF-AF	5 WGBF-AF	5 WSTO-F	5	5	5 WGBF-AF	5 WGBF-AF	5 WBKR-F>>

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WSTO-F>>	1 WSTO-F>>	1 WSTO-F	1 WSTO-F>>	1 WIKY-F	1 WSTO-F	1 WSTO-F	1 WGBF-AF	1 WSTO-F	1 WYNG-F
2 WYNG-F	2 WKDQ-F	2 WKDQ-F	2 WKDQ-F	2 WYNG-F<	2 WGBF-AF>>	2 WGBF-AF>>	WSTO-F	2 WGBF-AF	2 WKDQ-F<
WKDQ-F	3 WYNG-F	3 WIKY-F	3 WYNG-F	3 WKDQ-F<	3 WYNG-F>>	3 WKDQ-F>	3 WKDQ-F>>	3 WYNG-F	3 WSTO-F>
4 WGBF-AF>>	4 WIKY-F	4 WYNG-F	4 WIKY-F	4 WSTO-F>>	4 WBKR-F	4 WYNG-F	4 WIKY-F	WKDQ-F>>	4 WGBF-AF
5	5	5	5	5 WBKR-F>>	5	5 WIKY-F>>	5	5 WIKY-F	5 WIKY-F>>

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		93 (1)	93 (1)	24.5	21.1
AOR/CLASSIC	5 (1)	26 (1)	31 (2)	8.2	9.3
AC/OLDIES/SOFT ROCK		50 (1)	50 (1)	13.2	14.5
MOR/VARIETY	10 (1)	81 (1)	91 (2)	24.0	28.5
COUNTRY		97 (3)	97 (3)	25.6	23.0
BLACK/URBAN					
BEAUTIFUL/EASY					
NEWS/TALK					
NOSTALGIA	11 (1)		11 (1)	2.9	1.4
RELIGION/GOSPEL	6 (1)		6 (1)	1.6	1.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.5
	32 (4)	347 (7)	379 (11)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WVHI	1330	Evansville	1.4/4.1
WRUL-F	97.3	Carmi	1.0/3.0

RADIO STATIONS

WGBF, 1280, 5 KW/1 KW (DA-N) , SEE WGBF-F
WIKY, 1400, 1 KW , SEE WIKY-F
WSON, 860, 500 W , NOSTALGIA SMN, $ 13.00 (Regional) (HENDERSON, KY) ---

WGBF-F, 103.1, 3 KW @ 300, AOR ABC R, SOURCE, $ 20.00 (Katz) (HENDERSON, KY) Larry Aiken
WIKY-F, 104.1, 39 KW @ 580, MOR/EZ** MBS, $ 68.00 (Christal) South Central Charles Blake
WKDQ-F, 99.5, 100 KW @ 500, AC ABC I, $ 33.00 (Mc-Guild) (HENDERSON, KY) John Gush
WSTO-F, 96.1, 100 KW @ 1000, CHR ABC F, $ 52.00 (Republic) (OWENSBORO, KY) Ray Wettstein
WYNG-F, 105.3, 50 KW @ 500, COUNTRY US 2, $ 40.00 (HNWH) Beasley John Reiplinger

WBKR-F, 92.5, 100 KW @ 1101, COUNTRY NBC, $ 30.00 (HNWH) (OWENSBORO, KY) Dave Murray

WIKY programs EZ at night **MISCELLANEOUS COMMENTS: WYNG sold by Beasley to Pinnacle for $_____ (Americom).

FARGO

Arbitron Rank/Pop (12+): 204/125,600

MSA Rank/Pop: 250/145,600
ADI # 111
Average Person Ratings: 18.6
Market TSL: 24.0 hours

Stations: 10/9
Diaries: 595/211:1/58.8%
Sample Target: 550
% Below Line: 1.3
% Not Listed: 11.6

1988 Revenue: $6,300,000
HH Inc.: $33,299
Retail $: 1.1 Bil
Pop per Station: 13,955
#1 Biller: KFGO-AF $1,600,000

12+ METRO		1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KQWB-F	(AOR)	43/18.5	----	13.3	----	14.9	----	57/613	345/27.5	22.8	27.3	83	17.0	38	393	KQWB-F
2. WDAY-F	(CHR)	42/18.0	----	17.0	----	17.9	----	64/864	472/37.6	35.5	36.0	.81	21.4	48	478	WDAY-F
3. KFGO	(C)	27/11.6	----	12.2	----	14.4	----	79/863	332/26.4	23.0	27.1	103	12.5	28	284	KFGO
4. KVOX-F	(C)	25/10.7	----	12.8	----	11.4	----	33/452	274/21.8	22.1	23.3	120	8.5	19	261	KVOX-F
5. WDAY	(MOR)	22/ 9.4	----	13.8	----	10.0	----	43/687	312/24.8	25.5	23.8	100	8.9	20	291	WDAY
KLTA-F	(AC)	22/ 9.4	----	11.2	----	11.9	----	27/464	296/23.6	23.6	22.3	146	8.5	19	252	KLTA-F
7. KFGO-F	(AC)	12/ 5.2	----	5.3	----	5.5	----	18/346	204/16.2	13.6	14.2	131	6.7	15	224	KFGO-F
8. KQWB	(AC)	9/ 3.9	----	4.3	----	4.5	----	11/236	148/11.8	12.9	12.7	174	3.6	8	138	KQWB
9.																
10.																

12+ FM SHARE (METRO): 69.90% (144 of 206) (SPG 88: 64.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDAY-F>>	1 KQWB-F	1 KQWB-F	1 KQWB-F	1 KQWB-F<	1 KFGO >	1 WDAY-F<	1 KQWB-F	1 KQWB-F	1 KQWB-F>	1 WDAY-F
2 KQWB-F>>	2 WDAY-F>>	2 WDAY-F>	2 WDAY-F	2 WDAY-F	2 WDAY	2 KFGO <	2 WDAY-F	2 WDAY-F>	2 WDAY-F>	KQWB-F>
3	3 KLTA-F>	3 KLTA-F	KLTA-F	3 KLTA-F	3 KVOX-F>	3 WDAY	3 KVOX-F	3 KVOX-F	3 KFGO	3 WDAY
4	4 KVOX-F>>	4 KVOX-F>	4 KVOX-F	4 KVOX-F	4 KFGO-F	4 KQWB-F	4 KLTA-F	4 KLTA-F	4 WDAY	KFGO-F>>
5	5	5 KFGO	5 KFGO	5 KFGO	5	5 KVOX-F	5 KFGO	5 KFGO	5 KVOX-F	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDAY-F	1 WDAY-F>	1 KLTA-F>>	1 WDAY-F	1 KLTA-F	1 KQWB-F>>	1 KQWB-F>>	1 KQWB-F>>	1 KQWB-F>>	1 KQWB-F>
2 KQWB-F>>	2 KQWB-F	2 WDAY-F>	2 KLTA-F	2 KVOX-F	2 WDAY-F>>	2 WDAY-F>>	2 WDAY-F>>	2 WDAY-F>	2 WDAY-F
3 KVOX-F	KLTA-F>>	3 KQWB-F>	3 KQWB-F	3 WDAY-F	3 KVOX-F>	3 KVOX-F	3 KVOX-F	3 KVOX-F	3 KFGO
KLTA-F>>	4 KVOX-F>>	4 WDAY	4 KVOX-F	4 WDAY	4 KLTA-F>>	4 KLTA-F	KQWB	4 KLTA-F	4 KVOX-F
5	5	KVOX-F	5	KFGO-F	5	5 KQWB >>	KLTA-F>>	5 KFGO	5 KLTA-F
				KFGO					

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		42 (1)	42 (1)	20.4	18.2
AOR/CLASSIC		43 (1)	43 (1)	20.9	14.2
AC/OLDIES/SOFT ROCK	9 (1)	34 (2)	43 (3)	20.9	17.0
MOR/VARIETY	22 (1)		22 (1)	10.7	
COUNTRY	28 (2)	25 (1)	53 (3)	25.7	44.9
BLACK/URBAN					
BEAUTIFUL/EASY					5.7
NEWS/TALK					
NOSTALGIA	3 (1)		3 (1)	1.5	
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	62 (5)	144 (5)	206 (10)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KVOX	1280	Moorhead/Fargo	0.4/5.3
KJJK	1090	Fergus Falls	1.3/1.4

RADIO STATIONS

KFGO, 790, 5 KW (DA-N)	, COUNTRY	ABC I, ABC E, $ 44.00 (CBS)		Richard Voight
KQWB, 1550, 10 KW/5 KW (DA-N)	, AC/OLDIES	US 1, $ 13.00 (HNWH)	Brill	Jim Lakoduk
KVOX, 1280, 5 KW/1 KW (DA-N)	, SEE KVOX-F			
WDAY, 970, 5 KW (DA-N)	, MOR	NBC, MBS, $ 24.00 (Katz)		Roger Greenley
KFGO-F, 101.9, 100 KW @ 866	, SOFT AC	ABC E, $ 19.00 (CBS)		Richard Voight
KLTA-F, 105.1, 100 KW @ 710	, AC	, $ 24.00 (Christal)	Ingstad	Tom Ingstad
KQWB-F, 98.7, 100 KW @ 465	, AOR	US 2, $ 21.00 (HNWH)	Brill	Jim Lakoduk
KVOX-F, 99.9, 100 KW @ 440	, COUNTRY	ABC D, $ 25.00 (Mc-Guild)		John Grosen
WDAY-F, 93.7, 100 KW @ 1050	, CHR	, $ 26.00 (Katz)		Roger Greenley

MISCELLANEOUS COMMENTS: KQWB-AM reclassified as OLDIES...KRGO-F changes from BTFL to SOFT AC...KVOX A/F sold for $1,600,000 (Marshall).

PAYETTEVILLE, NC

Arbitron Rank/Pop (12+): 120/296,300

MSA Rank/Pop: 164/262,600
Raleigh ADI
Average Person Ratings: 18.2
Market TSL: 24.0 hours

Stations: 21/11
Diaries: 847/350:1/55.7%
Sample Target: 690
% Below Line: 7.6
% Not Listed: 13.9

1988 Revenue: $6,900,000
HH Inc.: $29,826
Retail $: 1.6 Bil
Pop per Station: 26,936
#1 Biller: WQSM-F $2,100,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WKML-F (C)	96/17.8	----	12.2	----	10.1	----	168/1355	778/26.3	24.6	18.4	115	11.8	88	664	WKML-F
2. WZFX-F (B)	95/17.6	----	17.5	----	17.8	----	157/1447	888/30.0	27.9	28.7	105	26.4	197	1458	WZFX-F
3. WQSM-F (CHR)	74/13.7	----	14.8	----	15.2	----	103/1296	949/32.0	32.0	31.9	88	14.1	105	1133	WQSM-F
4. WDKS-F (B)	28/ 5.2	----	6.1	----	11.5	----	35/570	424/14.3	13.5	18.9	77	6.7	50	650	WDKS-F
5. WFNC (MOR)	23/ 4.3	----	6.3	----	6.3	----	24/381	333/11.2	10.8	13.2	102	2.5	19	189	WFNC
6. WIDU (REL)	22/ 4.1	----	5.1	----	5.7	----	22/228	228/ 7.7	7.7	8.0	115	2.3	17	261	WIDU
7. WSTS-F (REL)	17/ 3.2	----	4.3	----	4.9	----	64/646	235/ 7.9	9.3	8.6	116	2.9	22	349	WSTS-F
8. WZNS-F (AC)	14/ 2.6	----	3.3	----	0.9	----	37/426	228/ 7.7	7.7	4.1	131	0.5	4	80	WZNS-F
WKRR-F (AOR)	14/ 2.6	----	2.4	----	2.6	----	21/314	184/ 6.2	6.0	6.6	65	4.7	35	235	WKRR-F
10. WRAL-F (AC)	13/ 2.4	----	4.9	----	6.6	----	38/525	266/ 9.0	10.6	18.1	142	3.2	24	301	WRAL-F
WFAI (BB)	13/ 2.4	----	1.0	----	1.1	----	13/145	145/ 4.9	2.8	5.1	42	1.5	11	126	WFAI
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 86.42% (401 of 464) (SPG 88: 84.26%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQSM-F	1 WZFX-F	1 WZFX-F	1 WKML-F	1 WKML-F	1 WKML-F>	1 WKML-F	1 WKML-F	1 WKML-F<	1 WZFX-F>>	1 WZFX-F
2 WZFX-F>>	2 WKML-F	2 WKML-F	2 WZFX-F>	2 WZFX-F>	2 WZFX-F>	2 WZFX-F	2 WZFX-F	2 WZFX-F	2 WQSM-F	2 WDKS-F>
3 WDCG-F	3 WQSM-F>>	3 WQSM-F>>	3 WQSM-F>>	3 WQSM-F>>	3 WQSM-F	3 WQSM-F>	3 WQSM-F>>	3 WQSM-F>>	3 WKML-F>	3 WKML-F
4 WDKS-F	4 WDKS-F	4 WDKS-F	4	4	4 WFNC	4 WFNC >	4 WDKS-F	4	4 WDKS-F	4 WRAL-F
5	5	5	5	5	5	5 WIDU	5	5	5	WSTS-F>>

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZFX-F>	1 WZFX-F	1 WZFX-F	1 WZFX-F	1 WKML-F	1 WZFX-F	1 WZFX-F	1 WZFX-F	1 WZFX-F	1 WZFX-F
2 WQSM-F	2 WQSM-F>	WQSM-F>	WQSM-F	2 WQSM-F	2 WQSM-F	2 WKML-F>	WKML-F>>	2 WKML-F>	2 WKML-F>>
3 WKML-F	3 WKML-F>	3 WKML-F>	WKML-F>>	3 WZFX-F>>	3 WKML-F>	3 WQSM-F>	3 WQSM-F>	3 WQSM-F>	3 WQSM-F>
4 WDKS-F>>	4 WDKS-F>>	4 WZNS-F	4 WDKS-F	4 WIDU	4 WKRR-F>	4 WDKS-F	4 WIDU	4 WKRR-F	4 WFNC
5 WYLT-F>>	5	5 WDKS-F	5	5	5 WDKS-F	5 WKRR-F	WDKS-F	5 WDKS-F	5

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		91 (3)	91 (3)	19.6	19.1
AOR/CLASSIC		28 (3)	28 (3)	6.0	6.8
AC/OLDIES/SOFT ROCK		39 (4)	39 (4)	8.4	12.6
MOR/VARIETY	25 (2)		25 (2)	5.4	6.8
COUNTRY		103 (3)	103 (3)	22.2	16.4
BLACK/URBAN		123 (2)	123 (2)	26.5	25.5
BEAUTIFUL/EASY					
NEWS/TALK					0.4
NOSTALGIA	13 (1)		13 (1)	2.8	1.1
RELIGION/GOSPEL	22 (1)	17 (1)	39 (2)	8.4	10.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	3 (1)		3 (1)	0.6	0.4
	63 (5)	401 (16)	464 (21)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
WJSK-F	102.3	Lumberton	0.6/2.4
WYRU	1160	Red Springs	0.6/1.1
WZYZ-F	100.9	Fairmont/Lmbrtn	1.5/3.4
WDCG-F	105.1	Durham/Raleigh	1.9/7.5
WPTF	680	Raleigh/Durham	0.4/1.3
WQDR-F	94.7	Raleigh	0.7/3.8
WRDU-F	106.1	Wilson	1.1/4.8
WTRG-F	100.7	Rocky Mount	0.6/3.1
WYLT-F	96.1	Raleigh	1.7/4.6
WZZU-F	93.9	Burlington	1.3/4.7

RADIO STATIONS

WFAI, 1230, 1 KW	, NOSTALGIA	MRS, $ 12.00 (Mc-Guild)	Beasley		Danny Highsmith
WFNC, 640, 10 KW/1 KW (DA-N)	, MOR	CBS, $ 18.00 (Eastman)	Cape Fear		John Dawson
WIDU, 1600, 1 KW (DAYS)	, GOSPEL	, $ 10.00 (Roslin)			Wes Cookman
WDKS-F, 103.1, 3 KW @ 325	, BLACK	ABC F, SBN, $ 19.00 (K & P)		(DUNN)	Vonneva Carter
WKML-F, 95.7, 100 KW @ 1064	, COUNTRY	, $ 40.00 (Mc-Guild)	Beasley	(LUMBERTON)	Danny Highsmith
WQSM-F, 98.1, 100 KW @ 500	, CHR	, $ 50.00 (Eastman)	Cape Fear		Hannah Gage
WSTS-F, 96.5, 100 KW @ 850	, RELIGION	NBC, US 1, $ 14.00 (Southern)	Durham Life	(LAURINBERG)	Sid Proctor
WZFX-F, 99.1, 100 KW @ 1000	, BLACK	SBN, $ 35.00 (HNWH)	Joyner	(WHITEVILLE)	Larry Williams

OTHER RANKED STATIONS -- See Raleigh

MISCELLANEOUS COMMENTS: WDKS-F (Dunn) sold by Landeman for $2,000,000 (Blackburn).

FLINT

Arbitron Rank/Pop (12+): 100/351,600
MSA Rank/Pop: 108/436,100
ADI #80 (w/ Saginaw)
Average Person Ratings: 17.3
Market TSL: 22.75 hours

Stations: 24/10
Diaries: 940/374:1/56.6%
Sample Target: 810
% Below Line: 7.4
% Not Listed: 12.6

1988 Revenue: $9,900,000
HH Inc.: $30,820
Retail $: 3.3 Bil
Pop per Station: 35,160
#1 Biller: WCRZ-F $2,900,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WCRZ-F (AC)	91/14.9	14.4	13.1	13.2	15.5	----	101/1184	1060/30.1	25.0	28.9	154	11.7	78	800	WCRZ-F
2. WIOG-F (CHR)	79/13.0	20.2	22.3	19.3	18.9	----	126/1686	1095/31.1	35.0	32.5	104	17.7	118	1253	WIOG-F
3. WDZZ-F (B)	77/12.6	12.7	17.4	13.4	16.0	----	77/747	747/21.2	22.0	21.0	95	16.8	112	838	WDZZ-F
4. WWCK-F (CHR)	61/10.0	5.7	5.6	6.3	7.5	----	84/1039	855/24.3	15.8	18.8	65	13.6	91	983	WWCK-F
5. WJR (MOR)	46/ 7.5	5.0	6.0	8.0	7.8	----	68/966	689/19.6	16.0	17.1	87	3.9	26	421	WJR
6. WKMF (C)	36/ 5.9	4.3	4.0	3.4	5.2	----	36/296	286/ 8.1	8.8	10.8	105	3.6	24	290	WKMF
WFDF (MOR)	36/ 5.9	6.7	4.5	6.3	4.8	----	38/451	430/12.2	9.5	9.4	31	4.8	32	281	WFDF
8. WKCQ-F (C)	22/ 3.6	2.7	2.9	4.2	3.0	----	47/485	301/ 8.6	8.7	8.1	122	2.2	15	222	WKCQ-F
9. WFLT (REL)	16/ 2.6	2.5	1.3	1.3	----	----	16/380	180/ 5.1	2.6	0.0	81	1.6	11	106	WFLT
10. WDLZ (MOR)	13/ 2.1	3.7	3.8	4.0	3.9	----	18/391	154/10.1	12.0	12.2	124				WDLZ

12+ FM SHARE (METRO): 70.73% (377 of 533) (SPG 88: 76.92%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WWCK-F>>	1 WIOG-F	1 WCRZ-F>	1 WCRZ-F>>	1 WCRZ-F>	1 WCRZ-F	1 WCRZ-F	1 WCRZ-F>	1 WCRZ-F	1 WDZZ-F>	1 WFLT >
2 WIOG-F	2 WCRZ-F	2 WIOG-F	2 WIOG-F	2 WIOG-F	2 WJR	2 WIOG-F>	2 WIOG-F>	2 WDZZ-F	2 WCRZ-F<	2 WJR
3 WDZZ-F>>	3 WDZZ-F<	3 WDZZ-F	3 WDZZ-F>	3 WDZZ-F	3 WFDF	3 WWCK-F<	3 WDZZ-F	3 WIOG-F	3 WIOG-F<	3 WDZZ-F
4	4 WWCK-F>>	4 WWCK-F>>	4 WWCK-F	4	4 WDZZ-F	4 WDZZ-F	4 WWCK-F	4 WWCK-F	4 WWCK-F<	4 WIOG-F
5	5	5	5	5	5 WKMF	5 WJR	5	5	5 WJR >>	WCRZ-F>>

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WWCK-F	1 WCRZ-F	1 WCRZ-F>>	1 WCRZ-F>	1 WCRZ-F>>	1 WIOG-F>	1 WIOG-F>	1 WIOG-F	1 WCRZ-F	1 WCRZ-F>
2 WDZZ-F	2 WIOG-F	2 WIOG-F	2 WDZZ-F<	2 WIOG-F	2 WWCK-F	2 WDZZ-F	2 WCRZ-F	2 WIOG-F>	2 WIOG-F
3 WIOG-F>	WWCK-F<	3 WDZZ-F	3 WIOG-F	3 WDZZ-F>	3 WDZZ-F	WCRZ-F	3 WDZZ-F>	3 WDZZ-F>	3 WDZZ-F
4 WCRZ-F	4 WDZZ-F>>	4 WWCK-F>>	4 WWCK-F>>	4 WWCK-F	4 WRIF-F	4 WWCK-F>>	4 WWCK-F	4 WWCK-F	4 WJR
5	5	5	5	5	5 WCRZ-F>>	5	5	5 WJR	5

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		140 (2)	140 (2)	26.3	24.9
AOR/CLASSIC		17 (3)	17 (3)	3.2	7.9
AC/OLDIES/SOFT ROCK		98 (3)	98 (3)	18.4	17.2
MOR/VARIETY	97 (4)		97 (4)	18.2	16.0
COUNTRY	36 (1)	26 (2)	62 (3)	11.6	7.7
BLACK/URBAN		86 (3)	86 (3)	16.1	21.9
BEAUTIFUL/EASY		8 (2)	8 (2)	1.5	3.0
NEWS/TALK	4 (1)		4 (1)	0.8	
NOSTALGIA					
RELIGION/GOSPEL	19 (2)		19 (2)	3.6	1.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		2 (1)	2 (1)	0.4	
UNKNOWN/OTHERS					
	156 (8)	377 (16)	533 (24)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WACY	1160	Fenton/Flint	0.3/1.1
WGMZ-F	101.7	Tuscola	1.0/3.7
WTAC	600	Flint/Saginaw	0.5/3.0
WWCK	1570	Flint	
WCSX-F	94.7	Birmingham	1.0/3.6
WHNN-F	96.1	Bay City/Flint	0.8/5.8
WITL-F	100.7	Lansing	0.7/2.3
WJLB-F	97.9	Detroit	0.3/1.5
WJOI-F	97.1	Detroit	0.3/1.6
WJZZ-F	105.9	Detroit	0.3/1.6
WKQZ-F	93.3	Midland/Saginaw	0.7/1.4
WNIC-F	100.3	Dearborn/Detrt	0.3/2.1
WRIF-F	101.1	Detroit	1.1/3.0
WTLZ-F	107.1	Saginaw	1.1/4.9
WWJ	950	Detroit	0.7/5.3

RADIO STATIONS

WDLZ, 1330, 5 KW/1 KW (DA-2) , MOR	SUN, $ 15.00 (Christal)		---
WFDF, 910, 5 KW/1 KW (DA-N) , MOR	CBS, $ 19.00 (HNWH)		---
WFLT, 1420, 500 W/144 W , RELIGION	MBS, $ 13.00 (P/W)		Richard Sharman
WKMF, 1470, 5 KW/1 KW (DA-N) , COUNTRY	US 2, $ 26.00 (Katz)	Faircom	John Risher
WCRZ-F, 107.9, 50 KW @ 370, AC	US 1, $ 65.00 (Katz)	Faircom	John Risher
WDZZ-F, 92.7, 3 KW @ 260, BLACK	, $ 42.00 (HNWH)		---
WWCK-F, 105.5, 3 KW @ 330, CHR	NBC, $ 25.00 (Eastman)		---

OTHER RANKED STATIONS -- See Detroit or Saginaw

MISCELLANEOUS COMMENTS: WTRX changes calls to WDLZ (May)...WWCK-F changes from AOR to CHR...WTAC sold to Hal Gore for $325,000...WTRX sold for $225,000 (Auction).

FORT WAYNE

Arbitron Rank/Pop (12+): 124/289,200

MSA Rank/Pop: 131/360,500
ADI # 99

Average Person Ratings: 16.6
Market TSL: 22.00 hours

Stations: 16/13
Diaries: 714/405:1/57.3%
Sample Target: 690
% Below Line: 3.1
% Not Listed: 11.1

1988 Revenue: $11,200,000
HH Inc.: $32,703
Retail $: 2.5 Bil
Pop per Station: 22,246
#1 Biller: WMEE-F $3,400,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WMEE-F (CHR)	112/23.4	28.8	24.6	26.2	25.2	----	205/2638	1303/45.1	47.6	41.9	81				WMEE-F
2. WAJI-F (AC)	60/12.5	18.3	19.1	15.2	11.7	----	126/1518	810/28.0	31.0	25.4	137				WAJI-F
3. WBYR-F (O)	46/ 9.6	----	----	----	----	----	105/1390	677/23.4	0.0	0.0	149				WBYR-F
4. WOWO-AF (MOR)	42/ 8.8	9.0	7.2	10.8	11.7	----	122/1870	685/23.7	22.5	32.0	92				WOWO-AF
5. WXKE-F (AOR)	37/ 7.7	9.7	8.3	7.0	11.2	----	38/553	482/16.7	18.4	18.5	86				WXKE-F
6. WBTU-F (C)	32/ 6.7	6.1	6.8	6.5	6.1	----	105/1500	515/17.8	15.4	12.9	127				WBTU-F
7. WEZV-F (EZ)	28/ 5.8	6.7	8.5	7.4	9.8	----	41/553	406/14.0	17.0	17.5	67				WEZV-F
8. WQHK (C)	25/ 5.2	4.2	8.1	7.6	7.2	----	33/540	384/13.3	15.4	14.4	96				WQHK
9. WGL (N/T)	16/ 3.3	1.9	1.9	2.7	3.3	----	20/319	279/ 9.6	5.7	7.3	70				WGL
10.															

12+ FM SHARE (METRO): 76.06% (324 of 426) (SPG 88: 79.87%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WMEE-F>>	1 WMEE-F>>	1 WMEE-F>	1 WMEE-F	1 WMEE-F	1 WOWO-AF>	1 WMEE-F>>	1 WMEE-F>	1 WMEE-F>>	1 WMEE-F>>	1 WMEE-F>
2 WXKE-F	2 WAJI-F<	2 WAJI-F	2 WAJI-F	2 WAJI-F	2 WMEE-F	2 WAJI-F	2 WAJI-F>	2 WAJI-F	2 WAJI-F>	2 WOWO
3	3 WBYR-F	3 WBYR-F	3 WBYR-F	3 WBYR-F	3 WAJI-F	3 WOWO-AF>	3 WBYR-F	3 WBYR-F	3 WBYR-F	3 WBYR-F
4	4 WXKE-F>>	4 WXKE-F	4	4	4 WEZV-F	4 WBYR-F	4 WXKE-F	4 WXKE-F	4 WXKE-F	4 WAJI-F
5	5	5	5	5	5	5	5	5	5 WOWO-AF	5 WBTU-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WMEE-F>>	1 WMEE-F>>	1 WMEE-F	1 WMEE-F>	1 WMEE-F	1 WMEE-F>>	1 WMEE-F>>	1 WMEE-F	1 WMEE-F	1 WBYR-F
2 WAJI-F>>	2 WAJI-F>	WAJI-F	2 WAJI-F>>	WAJI-F>>	2 WXKE-F>>	2 WXKE-F<	2 WBYR-F	2 WBYR-F	2 WMEE-F>
3 WXKE-F>>	3 WBYR-F>	3 WBYR-F>>	3 WBYR-F	3 WBYR-F	3 WBYR-F>>	3 WBYR-F>	3 WXKE-F	3 WXKE-F	3 WAJI-F
4	4 WXKE-F	4	4 WBTU-F	4 WBTU-F	4	4 WAJI-F>>	4 WAJI-F>>	4 WAJI-F>	4 WOWO-AF
5	5	5	5	5	5	5	5	5 WOWO-AF	WXKE-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		112 (1)	112 (1)	26.3	28.4
AOR/CLASSIC		37 (1)	37 (1)	8.7	11.4
AC/OLDIES/SOFT ROCK	6 (1)	106 (2)	112 (3)	26.3	22.1
MOR/VARIETY	50 (3)	4 (2)	54 (5)	12.7	8.3
COUNTRY	25 (1)	32 (1)	57 (2)	13.4	17.3
BLACK/URBAN					
BEAUTIFUL/EASY		33 (2)	33 (2)	7.7	9.8
NEWS/TALK	16 (1)		16 (1)	3.8	2.2
NOSTALGIA	5 (1)		5 (1)	1.2	0.4
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	102 (7)	324 (9)	426 (16)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEZR	1450	Fort Wayne	1.3/4.8
WIFF	1570	Auburn	0.8/1.2
WIFF-F	105.5	Auburn	0.6/3.0
CKLW	800	Windsor	1.0/2.8
WLW	700	Cincinnati	1.0/2.8
WMRI-F	106.9	Marion	1.0/3.5

RADIO STATIONS

WEZR, 1450, 1 KW -	, OLDIES	IND, $	12.00 (Banner)	Fairfield	Tom Scheithe
WGL , 1250, 1 KW (DA-2)	, NEWS/TALK	ABC T, CNN, $	14.00 (---)		Frank Kovas
WOWO, 1190, 50 KW (DA-N)	, MOR	ABC I, $	45.00 (Mc-Guild)	Price	Joe Buys
WQHK, 1380, 5 KW (DA-2)	, COUNTRY	ABC I, $	23.00 (Christal)	Federated	Bob Elliott
WAJI-F, 95.1, 39 KW @ 680,	AC	IND, $	58.00 (Republic)	Sarkes Tarzian	Candace Wendling
WBTU-F, 93.3, 50 KW @ 469,	COUNTRY	ABC E, MBS, $	26.00 (Torbet)	(KENDALLVILLE)	John Henry
WBYR-F, 98.9, 50 KW @ 450,	OLDIES	IND, $	25.00 (Eastman)	(VAN WERT, OH)	C. Cage Caggiano
WEZV-F, 101.7, 3 KW @ 300,	BTFL/EZ	IND, $	26.00 (Banner)	Fairfield	Tom Scheithe
WMEE-F, 97.3, 48 KW @ 480,	CHR	ABC C, $	75.00 (Christal)	Federated	Bob Elliott
WOWO-F, 103.1, 3 KW @ 300,	-- SEE WOWO-AM				
WXKE-F, 103.9, 3 KW @ 250,	AOR	SOURCE, $	25.00 (HNWH)		Bob Taylor

FRESNO

Arbitron Rank/Pop (12+): 73/494,600
MSA Rank/Pop: 82/611,000
ADI # 62
Average Person Ratings: 18.3
Market TSL: 24.5 hours

Stations: 29/25
Diaries: 847/584:1/51.5%
Sample Target: 840
% Below Line: 1.4
% Not Listed: 13.6

1988 Revenue: $18,000,000
HH Inc.: $33,709
Retail $: 3.5 Bil
Pop per Station: 19,784
#1 Biller: KMJ $2,700,000

12+ METRO		1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KOJY-F	(EZ)	80/ 8.8	6.1	8.8	6.8	6.4	7.6	116/1323	614/12.4	14.9	11.7	61	3.6	29	576	KOJY-F
2. KBOS-F	(CHR)	73/ 8.1	7.5	5.9	4.5	5.7	6.5	161/1978	948/19.2	17.8	15.9	72	10.6	84	1169	KBOS-F
3. KMJ	(N/T)	69/ 7.6	11.6	9.3	8.8	9.5	9.3	131/1612	796/16.1	13.5	17.0	76	7.2	57	781	KMJ
4. KNAX-F	(C)	51/ 5.6	7.0	4.9	5.5	5.9	5.8	62/722	583/11.8	11.6	11.4	120	9.2	73	580	KNAX-F
5. KKDJ-F	(AOR)	50/ 5.5	8.3	6.1	7.7	7.6	6.9	90/1170	728/14.7	13.6	13.8	102	11.7	93	832	KKDJ-F
6. KMGX-F	(CHR)	46/ 5.1	5.9	7.0	9.2	9.0	6.8	69/1191	880/17.8	20.1	19.0	75	7.4	59	1157	KMGX-F
7. KFSO-F	(O)	45/ 5.0	5.4	6.4	7.1	5.9	6.0	80/1226	648/13.1	13.8	11.9	158	5.2	41	483	KFSO-F
8. KYNO-F	(CHR)	43/ 4.8	4.6	5.2	6.2	5.3	5.2	56/1147	833/16.8	15.3	16.5	67	5.8	46	1038	KYNO-F
9. KGST	(SP)	41/ 4.5	2.5	3.6	3.2	5.0	3.5	41/307	307/ 6.2	6.0	5.3	138	0.9	7	142	KGST
10. KFRE	(C)	36/ 4.0	3.0	3.2	2.3	2.4	3.1	81/1083	463/ 9.4	6.4	5.5	100	3.5	28	268	KFRE
11. KFIG-F	(AC)	32/ 3.5	3.9	4.0	3.9	4.2	3.8	37/633	604/12.2	14.8	13.8	143	3.4	27	544	KFIG-F
12. KOQO-F	(SP)	27/ 3.0	3.4	2.9	3.3	2.7	3.2	35/415	312/ 6.3	6.9	8.1	107	1.6	13	284	KOQO-F
13. KOQO	(SP)	26/ 2.9	0.4	1.0	0.6	2.0	1.2	26/219	219/ 4.4	2.4	3.8	138	0.3	2	57	KOQO
KFYE-F	(AC)	26/ 2.9	3.3	3.7	2.3	2.3	3.0	49/901	408/ 8.2	10.3	8.2	138	1.5	12	244	KFYE-F
15. KXEX	(SP)	20/ 2.2	1.6	2.3	2.9	0.6	2.3	20/287	287/ 5.8	4.3	2.5	91	0.9	7	110	KXEX
KEZL-F	(AC)	20/ 2.2	1.2	1.2	1.0	0.6	1.4	23/292	247/ 5.0	4.8	3.2	164	2.4	19	215	KEZL-F
KCLQ-F	(AOR)	20/ 2.2	3.3	1.7	2.9	4.6	2.5	71/793	359/ 7.3	6.6	10.2	164	3.0	24	307	KCLQ-F
18. KTHT-F	(AC)	16/ 1.8	2.0	2.0	1.6	2.5	1.9	20/479	334/ 6.8	7.1	8.5	133	1.0	8	146	KTHT-F
19.																
20.																

12+ FM SHARE (METRO): 70.20% (549 of 782) (SPG 88: 70.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBOS-F>>	1 KBOS-F	1 KBOS-F	1 KFSO-F	1 KFSO-F	1 KOJY-F	1 KMJ >	1 KOJY-F>	1 KOJY-F	1 KBOS-F>	1 KMJ >>
2 KYNO-F	2 KKDJ-F	2 KKDJ-F	2 KNAX-F	2 KNAX-F	2 KMJ >	2 KOJY-F<	2 KMJ <	2 KBOS-F>	2 KMGX-F<	2 KXEX
KMGX-F>>	3 KMGX-F	3 KNAX-F	3 KKDJ-F	3 KGST	3 KGST	3 KNAX-F<	3 KNAX-F<	3 KKDJ-F	3 KMJ	3 KKDJ-F
4	4 KFSO-F	4 KFSO-F	4 KBOS-F	4 KMJ	4 KNAX-F	4 KBOS-F	4 KFSO-F	4 KNAX-F	4 KYNO-F<	4 KGST
5	5	5 KMGX-F	5 KMJ	KBOS-F<	5 KFRE	5	KBOS-F<	KMJ <	5 KOJY-F	KBOS-F
6	6	6	KFIG-F	6 KKDJ-F<	6	6	6 KGST <	6 KYNO-F	6 KKDJ-F	6 KFRE
7	7	7	7	7 KOJY-F	7	7	7 KKDJ-F	KFSO-F<	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KBOS-F	1 KBOS-F>	1 KBOS-F	1 KBOS-F	1 KGST >
2 KYNO-F>	2 KMGX-F	2 KMGX-F	2 KMGX-F	2 KFIG-F
3 KMGX-F	3 KKDJ-F	3 KKDJ-F	3 KKDJ-F	3 KOJY-F
4 KKDJ-F>	4 KYNO-F	KFIG-F	4 KFIG-F	4 KNAX-F
5	5 KOQO-F	5	5 KNAX-F	KMJ
6	6	6	6	KFSO-F

MEN 18-24	MEN 18-34	8 KMGX-F MEN 25-34	MEN 18-49	MEN 25-54
1 KKDJ-F>	1 KBOS-F<	1 KFSO-F	1 KKDJ-F	1 KFSO-F
2 KBOS-F	2 KKDJ-F>	2 KBOS-F	2 KNAX-F	2 KNAX-F
3 KNAX-F	3 KFSO-F	3 KCLQ-F	3 KFSO-F<	3 KBOS-F
KMGX-F	4 KNAX-F	4 KOQO	4 KBOS-F>	4 KKDJ-F
5	5 KMGX-F	5 KKDJ-F	5 KOQO	5 KOQO
6	KCLQ-F	6	6	KMJ

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		162 (3)	162 (3)	20.7	22.2
AOR/CLASSIC		70 (2)	70 (2)	9.0	13.5
AC/OLDIES/SOFT ROCK	1 (1)	144 (6)	145 (7)	18.5	19.2
MOR/VARIETY	3 (1)		3 (1)	0.4	0.4
COUNTRY	36 (1)	58 (3)	94 (4)	12.0	12.5
BLACK/URBAN	22 (2)		22 (2)	2.8	
BEAUTIFUL/EASY		80 (1)	80 (1)	10.2	7.7
NEWS/TALK	72 (2)		72 (2)	9.2	12.3
NOSTALGIA	8 (1)		8 (1)	1.0	2.2
RELIGION/GOSPEL	4 (1)		4 (1)	0.5	2.0
SPANISH	87 (3)	35 (2)	122 (5)	15.6	6.2
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					1.8
	233 (12)	549 (17)	782 (29)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KEAP	980	Fresno	0.9/2.0
KFIG	1430	Fresno	0.1/2.6
KKAM	1340	Fresno	1.2/3.5
KRDU	1130	Dinuba	0.4/2.1
KSEQ-F	97.1	Visalia	0.6/2.4
KXMX-F	92.1	Madera	0.9/3.0
KYNO	1300	Fresno	1.2/4.4
KFIY	1270	Tulare	0.3/1.2
KJUG-F	106.7	Tulare	0.3/1.7
KNBR	680	San Francisco	0.3/1.4
KUBB-F	96.3	Mariposa	0.4/1.3

RADIO STATIONS

KFRE	940	50 KW (DA-2)	COUNTRY	ABC D	$ 30.00	(HMWH)	First Sierra	Al Grosby
KGST	1600	5 KW (DA-N)	HISPANIC		$ 24.00	(Lotus)	Lotus	Dan Crotty
KKAM	1340	1 KW	BLACK	CBS	$ 20.00	(CBS)		Ed Prince
KMJ	580	5 KW	NEWS/TALK	TALKNT	$ 53.00	(Katz)	Henry	Al Smith
KOQO	790	500W (DAYS,DA)	HISPANIC	CRC	$ 21.00	(Caballero)	Group III	---
KXEX	1550	5 KW/2.5 KW(DA-2)	HISPANIC		$ 23.00	(SBS)		John Sonder
KYNO	1300	5 KW/1 KW (DA-N)	OLDIES	SMN	$ 19.00	(Banner)	Brown	Trini Amador
KBOS-F	94.9	16 KW @ 847	CHR	ABC F	$ 37.00	(CBS)	(TULARE)	Ed Prince
KCLQ-F	107.5	18 KW @ 790	CLASSIC AOR		$ 31.00	(Republic)	Liggett (HANFORD)	Bob Sieloff
KEZI-F	96.7	25 KW @ 300	SOFT AC		$ 22.00	(K & P)	(FOWLER)	Bill Donohue
KFIG-F	101.1	50 KW @ 310	AC		$ 40.00	(Eastman)		Phil Davis
KFSO-F	92.9	10 KW @ 800	OLDIES	US 1	$ 40.00	(CBS)	Americom (VISALIA)	Karl Crass
KFYE-F	93.7	68 KW @ 1912	AC		$ 32.00	(Katz)	Henry	Al Smith
KKDJ-F	105.9	2 KW @ 1960	AOR		$ 48.00	(Durpetti)		Wallace Heuser
KMGX-F	103.7	50 KW @ 500	CHR		$ 38.00	(Christal)	Olympia (HANFORD)	Jim Votaw
KNAX-F	97.9	48 KW @ 290	COUNTRY	ABC E	$ 40.00	(HMWH)	First Sierra	Al Grosby
KOJY-F	98.9	19 KW @ 820	BTFL/EZ		$ 35.00	(MMR)		Scott Mosely
KOQO-F	101.9	2 KW @ 1870	HISPANIC	CRC	$ 27.00	(Caballer)	Group III	---
KTHT-F	102.7	50 KW @ 500	SOFT AC		$ 30.00	(Christal)		Brian Dicker
KYNO-F	95.7	18 KW @ 850	CHR	SMN	$ 42.00	(Banner)	Brown	Trini Amador

GRAND RAPIDS

Arbitron Rank/Pop (12+): 66/535,200

MSA Rank/Pop: 71/669,000
ADI #37 (w/Kalamazoo)
Average Person Ratings: 16.2
Market TSL: 21.25 hours

Stations: 23/16
Diaries: 897/597:1/57.7%
Sample Target: 890
% Below Line: 2.3
% Not Listed: 18.3

1988 Revenue: $23,600,000
HH Inc.: $35,153
Retail $: 4.7 Bil
Pop per Station: 33,450
#1 Biller: WLAV-F $3,700,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WOOD-F (EZ)	99/11.4	7.8	8.7	10.7	7.1	9.6	162/2140	1200/22.4	18.5	19.4	78	7.5	71	967	WOOD-F
2. WGRD-F (CHR)	72/ 8.3	7.7	8.7	6.2	7.8	7.7	117/2217	1251/23.4	24.0	23.6	54	10.0	95	1470	WGRD-F
3. WLAV-F (AOR)	69/ 7.9	7.7	7.8	6.5	7.8	7.5	83/1244	937/17.5	15.3	18.0	105	11.6	110	971	WLAV-F
4. WLHT-F (AC)	67/ 7.7	7.9	7.3	6.6	9.0	7.4	79/1060	850/15.9	16.9	18.2	151	5.7	54	594	WLHT-F
5. WOOD (MOR)	64/ 7.4	7.2	6.3	5.6	7.3	6.6	68/879	758/14.2	17.7	16.0	78	6.5	62	663	WOOD
6. WCUZ-F (C)	61/ 7.0	8.0	6.9	8.3	6.1	7.6	109/1478	878/16.4	16.1	14.4	157	7.4	70	769	WCUZ-F
7. WMUS-F (C)	42/ 4.8	5.5	3.1	4.6	4.1	4.5	119/1416	641/12.0	9.2	9.2	104	4.4	42	602	WMUS-F
8. WKLQ-F (CHR)	38/ 4.4	8.0	7.1	7.7	11.8	6.8	63/1688	1031/19.3	22.3	28.2	84	8.9	84	1558	WKLQ-F
9. WSNX-F (CHR)	32/ 3.7	5.0	4.7	5.0	4.9	4.6	110/1722	839/15.7	13.0	10.5	68	4.4	42	757	WSNX-F
WJFM-F (O)	32/ 3.7	6.2	8.3	8.7	3.3	6.7	79/1427	660/12.3	17.7	9.4	122	6.0	57	622	WJFM-F
11. WCUZ (C)	27/ 3.1	2.7	3.3	5.3	3.6	3.6	29/532	455/ 8.5	9.1	10.2	100	1.4	13	344	WCUZ
12. WFUR-F (REL)	20/ 2.3	2.9	2.2	1.5	2.7	2.2	25/620	426/ 8.0	6.9	6.5	74	2.6	25	405	WFUR-F
13. WYXX-F (AC)	18/ 2.1	2.4	2.6	2.2	1.8	2.3	29/455	332/ 6.2	7.2	6.4	157	0.7	7	245	WYXX-F
14. WKWM (B)	15/ 1.7	1.3	0.7	0.8	1.5	1.1	18/173	129/ 2.4	1.3	1.9	135	3.3	31	337	WKWM
15.															

12+ FM SHARE (METRO): 80.25% (569 of 709) (SPG 88: 79.38%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGRD-F>>	1 WLAV-F>	1 WLHT-F	1 WLHT-F	1 WLHT-F	1 WOOD-F>	1 WOOD-F>	1 WOOD-F>	1 WOOD-F<	1 WGRD-F>	1 WOOD-F
2 WKLQ-F>	2 WLHT-F<	WLAV-F	2 WCUZ-F	2 WCUZ-F	2 WOOD >	2 WCUZ-F	2 WLHT-F	2 WLAV-F	2 WLAV-F	2 WSNX-F>
3 WSNX-F>>	3 WGRD-F>	3 WCUZ-F	3 WLAV-F	3 WOOD-F	3 WCUZ-F>	3 WOOD	3 WCUZ-F<	3 WGRD-F	3 WOOD	3 WOOD
4	4 WJFM-F	4 WGRD-F	4 WOOD-F>	4 WLAV-F>	4 WLHT-F	4 WGRD-F	4 WLAV-F	4 WLHT-F	4 WKLQ-F	WCUZ-F
5	5 WCUZ-F	5 WOOD-F	5 WJFM-F	5 WOOD	5 WMUS-F	5 WLHT-F	5 WGRD-F<	5 WOOD	5 WSNX-F	5
6	6	6	WGRD-F	6 WMUS-F	6 WFUR-F	6 WLAV-F	6 WOOD	6 WCUZ-F	WOOD-F<	6
									7 WLHT-F<	
									8 WMUS-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WGRD-F>	1 WLHT-F	1 WLHT-F>>	1 WLHT-F>	1 WLHT-F
2 WLHT-F	2 WGRD-F	2 WLAV-F	2 WGRD-F	2 WOOD-F>
3 WLAV-F>	3 WLAV-F>	3 WGRD-F	3 WOOD-F	3 WCUZ-F
4 WSNX-F	4 WSNX-F	4 WOOD-F	4 WLAV-F	4 WOOD
5 WKLQ-F	5 WKLQ-F	5	WCUZ-F	5 WLAV-F
6	6	6	6	6 WGRD-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLAV-F>>	1 WLAV-F>>	1 WLAV-F	1 WLAV-F>	1 WCUZ-F
2 WGRD-F>	2 WJFM-F	2 WCUZ-F>	2 WCUZ-F>	2 WLAV-F>
3 WSNX-F	3 WGRD-F	3 WJFM-F>	3 WLHT-F<	3 WLHT-F>
WJFM-F	WCUZ-F	4 WLHT-F	4 WJFM-F	4 WJFM-F
5 WKTH	5	5	5 WGRD-F	5 WMUS-F
6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		142 (3)	142 (3)	20.0	28.1
AOR/CLASSIC		69 (1)	69 (1)	9.7	8.9
AC/OLDIES/SOFT ROCK	10 (1)	121 (4)	131 (5)	18.5	19.6
MOR/VARIETY	74 (2)		74 (2)	10.4	11.2
COUNTRY	28 (2)	109 (3)	137 (5)	19.3	16.9
BLACK/URBAN	15 (1)		15 (1)	2.1	1.7
BEAUTIFUL/EASY		99 (1)	99 (1)	14.0	8.7
NEWS/TALK	9 (2)		9 (2)	1.3	0.4
NOSTALGIA					
RELIGION/GOSPEL	4 (1)	29 (2)	33 (3)	4.7	3.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					1.0
	140 (9)	569 (14)	709 (23)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFUR	1570	Grand Rapids	0.5/1.9
WHTC	1450	Holland	1.2/2.8
WJQK-F	99.3	Zeeland/Holland	1.0/3.3
WKTH	1410	Grand Rapids	1.2/3.2
WBBM	780	Chicago	0.5/1.4
WEVS-F	92.7	Saugatuck	0.5/2.1
WGN	720	Chicago	0.6/1.8
WMUS	1090	Muskegon/Gr.Rpd	0.1/0.8
WPLB-F	107.3	Greenville	0.7/2.0

RADIO STATIONS

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WCUZ, 1230,  1 KW                , SEE WCUZ-F
WFUR, 1570,  1 KW                , RELIGION                  , $  10.00 (Patt)         Kuiper                      Bill Kuiper
WKWM, 1140,  5 KW (DAYS,DA)      , BLACK                  SBN, $  16.00 (Patt)                                     Richard Culpeppe
WOOD, 1300,  5 KW (DA-N)         , MOR                    NBC, $  55.00 (Katz)         United Artists              Jim White

WCUZ-F, 101.3,  50 KW @  420, COUNTRY                   ABC I, $  75.00 (Christal)     Federated                   Ron Dykstra
WFUR-F, 102.9,  48 KW @  510, RELIGION                       , $  15.00 (Patt)         Kuiper                      Bill Kuiper
WGRD-F,  97.9,  13 KW @  590, CHR                       ABC C, $  35.00 (Durpetti)     Regional                    Dave Nelson
WJFM-F,  93.7, 320 KW @  780, OLDIES                      CBS, $  31.00 (Mc-Guild)                                 Jack Swart
WKLQ-F,  94.5,  50 KW @  500, CHR                       ABC F, $  50.00 (Eastman)      Bloomington (HOLLAND)       Bart Brandmiller

WLAV-F,  96.9,  50 KW @  500, AOR                      SOURCE, $  70.00 (MMR)          Adams                       Dennis Lemon
WLHT-F,  95.7,  41 KW @  554, AC                             , $  65.00 (Republic)     Liggett                     Phil Catlett
WOOD-F, 105.7, 265 KW @  810, BTFL/EZ                        , $  61.00 (Katz)         United Artists              Jim White
WYXX-F,  96.1,  50 KW @  420, SOFT AC                        , $  24.00 (Patt)                    (HOLLAND)          ---

WMUS-F, 106.9,  50 KW @  480, COUNTRY                   ABC D, $  36.00 (HNWH)                   (MUSKEGON)  Tim Achterhoff
WPLB-F, 107.3,  50 KW @  500, COUNTRY               UPI, MBS, $  14.00 (Patt)         Goodrich  (GREENVILLE)      ---
WSNX-F, 104.5,  50 KW @  360, CHR                            , $  33.00 (Banner)       Goodrich   (MUSKEGON)  Jeff Scarpelli
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GREEN BAY

Arbitron Rank/Pop (12+): 183/154,700
MSA Rank/Pop: 209/190,800
ADI #66 (w/Appleton)
Average Person Ratings: 17.6
Market TSL: 23.25 hours

Stations: 16/6
Diaries: 599/258:1/61.8%
Sample Target: 550
% Below Line: 5.5
% Not Listed: 9.5

1988 Revenue: $7,500,000
HH Inc.: $32,082
Retail $: 1.3 Bil
Pop per Station: 25,783
#1 Biller: WIXX-F $2,500,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WIXX-F (CHR)	69/25.3	----	29.0	----	22.8	----	172/2258	758/49.0	48.7	43.9	92	30.3	82	850	WIXX-F
2. WAPL-F (AOR)	39/14.3	----	12.2	----	10.9	----	180/1713	433/28.0	25.2	22.2	96	18.8	51	445	WAPL-F
3. WDUZ (MOR)	27/ 9.9	----	7.3	----	13.5	----	29/459	367/23.7	18.0	25.9	138	6.6	18	277	WDUZ
4. WDUZ-F (EZ)	25/ 9.2	----	11.4	----	12.7	----	77/1078	359/23.2	27.2	24.8	82	13.3	36	360	WDUZ-F
5. WGEE (C)	23/ 8.4	----	13.1	----	11.2	----	57/710	318/20.6	23.5	24.8	65	10.3	28	336	WGEE
6. WJLW-F (C)	20/ 7.3	----	7.3	----	5.2	----	28/380	247/16.0	12.1	13.0	132	5.2	14	240	WJLW-F
7. WNFL (AC)	18/ 6.6	----	8.2	----	6.7	----	26/425	317/20.5	21.4	22.0	114	5.2	14	258	WNFL
8. WKFX-F (AC)	11/ 4.0	----	1.6	----	3.4	----	36/616	197/12.7	6.6	16.4	170	1.1	3	55	WKFX-F
9.															
10.															

12+ FM SHARE (METRO): 67.61% (167 of 247) (SPG 88: 67.67%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIXX-F>>	1 WIXX-F	1 WIXX-F>	1 WIXX-F>>	1 WIXX-F>	1 WDUZ-F	1 WIXX-F>>	1 WIXX-F>	1 WIXX-F>>	1 WIXX-F>>	1 WAPL-F>
2	2 WAPL-F>>	2 WAPL-F>	2 WAPL-F	2 WAPL-F	2 WGEE	2 WDUZ <	2 WAPL-F	2 WAPL-F>	2 WAPL-F	2 WJLW-F
3	3	3 WDUZ	3 WDUZ	WDUZ	3 WDUZ	3 WAPL-F	3 WDUZ	3 WDUZ	3 WNFL >	WIXX-F>
4	4	4	4	4	4 WJLW-F	4 WGEE	4 WDUZ-F>	4 WDUZ-F<	4 WGEE	4 WGEE
5	5	5	5	5	5 WIXX-F	5 WDUZ-F	5 WGEE	5 WJLW-F	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIXX-F>>	1 WIXX-F>>	1 WIXX-F>>	1 WIXX-F>>	1 WIXX-F>>	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>	1 WAPL-F	1 WAPL-F
2 WAPL-F>>	2 WAPL-F>	2 WNFL >	2 WAPL-F>	2 WJLW-F	2 WIXX-F>>	2 WIXX-F>>	2 WIXX-F>	2 WIXX-F>	2 WIXX-F
3	3 WNFL >>	3 WAPL-F>	3 WNFL	3 WDUZ	3 WJLW-F	3 WDUZ >	3 WDUZ >>	3 WDUZ >	3 WDUZ >>
4	4	4 WJLW-F	WDUZ	4 WNFL	4	4 WNFL >	4 WNFL	4 WNFL	4 WJLW-F
5	5	WDUZ >>	5	WDUZ-F	5	5 WJLW-F>	5	WJLW-F	5

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		69 (1)	69 (1)	27.9	30.6
AOR/CLASSIC		39 (1)	39 (1)	15.8	12.9
AC/OLDIES/SOFT ROCK	20 (2)	11 (1)	31 (3)	12.6	12.9
MOR/VARIETY	33 (4)		33 (4)	13.4	7.8
COUNTRY	24 (2)	20 (1)	44 (3)	17.8	21.6
BLACK/URBAN					
BEAUTIFUL/EASY		25 (1)	25 (1)	10.1	12.1
NEWS/TALK	3 (2)		3 (2)	1.2	
NOSTALGIA					2.2
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		3 (1)	3 (1)	1.2	
	80 (10)	167 (6)	247 (16)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAUN-F	92.7	Kewaunee	1.1/2.8
WBBM	780	Chicago	0.4/1.9
WCUB	980	Two Rivers	0.4/2.5
WGN	720	Chicago	0.7/1.8
WHBY	1230	Appleton	0.4/2.2
WNAM	1280	Neenah-Menasha	1.1/3.3
WQWM	1050	Kaukauna	0.7/3.4
WTMJ	620	Milwaukee	0.7/2.5

RADIO STATIONS

WDUZ, 1400, 1 KW	, MOR	ABC E, $	23.00 (Mc-Guild)		Mike Watts
WGEE, 1360, 5 KW (DA-N)	, COUNTRY	ABC D, $	25.00 (Banner)	Midwest	D.E. Wright
WNFL, 1440, 5 KW/1 KW (DA-2)	, AC	NBC, $	21.00 (Katz)	WinCom	Craig Eckert
WDUZ-F, 98.5, 100 KW @ 500	, BTFL/EZ	ABC E, $	22.00 (Mc-Guild)		Mike Watts
WIXX-F, 101.1, 100 KW @ 1080	, CHR	, $	53.00 (Banner)	Midwest	D.E. Wright
WJLW-F, 95.9, 3 KW @ 308	, COUNTRY	SMN, MBS, $	16.00 (K & P)		Jack LeDuc

OTHER RANKED STATIONS -- See Appleton-Oshkosh

GREENSBORO-WS

Arbitron Rank/Pop (12+): 50/771,900
MSA Rank/Pop: 57/913,600
ADI # 47
Average Person Ratings: 18.1
Market TSL: 24.00 hours

Stations: 31/23
Diaries: 1204/641:1/56.2%
Sample Target: 1070
% Below Line: 5.1
% Not Listed: 8.4

1988 Revenue: $21,600,000
HH Inc.: $31,060
Retail $: 6.5 Bil
Pop per Station: 33,560
#1 Biller: WTQR-F $4,400,000

12+ METRO		1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WTQR-F	(C)	221/15.9	15.1	16.8	18.1	17.5	16.5	390/4024	2120/27.5	25.6	27.0	116	18.2	243	2079	WTQR-F
2. WJMH-F	(B)	161/11.5	7.6	3.8	4.4	5.0	6.8	213/2248	1460/18.9	9.8	12.8	102	13.9	186	[illegible]	WJMH-F
3. WKRR-F	(AOR)	128/ 9.2	8.1	8.3	9.9	13.3	8.9	205/2031	1312/17.0	17.3	17.3	98	13.6	182	1505	WKRR-F
4. WKZL-F	(CHR)	81/ 5.8	5.5	6.2	7.3	7.1	6.2	104/1864	1292/16.7	17.1	17.0	86	5.9	79	1195	WKZL-F
5. WMAG-F	(AC)	80/ 5.7	5.5	6.8	7.9	6.7	6.5	150/1740	1101/14.3	15.2	15.8	130	4.9	66	835	WMAG-F
6. WSJS	(MOR)	67/ 4.8	5.1	5.0	3.7	4.5	4.7	71/833	794/10.3	12.1	10.3	81	2.8	38	725	WSJS
7. WMQX-F	(O)	59/ 4.2	4.8	3.1	2.0	1.7	3.5	121/1619	808/10.5	10.4	6.8	148	4.0	54	685	WMQX-F
8. WQMG-F	(B)	56/ 4.0	4.1	8.9	7.9	4.6	6.2	103/1301	760/ 9.8	12.7	10.6	100	3.1	41	694	WQMG-F
9. WWWB-F	(AC)	54/ 3.9	4.4	3.1	4.3	5.2	3.9	86/1483	898/11.6	10.3	12.2	126	2.0	27	602	WWWB-F
WKSI-F	(CHR)	54/ 3.9	3.9	5.4	5.9	4.5	4.8	108/1839	1064/13.8	16.0	16.6	46	6.4	86	1010	WKSI-F
11. WMFR	(BB)	37/ 2.7	2.0	2.5	2.7	1.9	2.5	37/365	348/ 4.5	4.3	3.3	48	2.4	32	357	WMFR
12. WWMY-F	(EZ)	33/ 2.4	3.2	2.3	2.4	1.7	2.6	54/620	428/ 5.5	5.3	5.2	50	1.8	24	233	WWMY-F
13. WHPE-F	(REL)	31/ 2.2	2.0	1.5	0.8	1.1	1.6	51/517	324/ 4.2	3.8	3.8	68	1.3	18	290	WHPE-F
14. WPCM-F	(C)	28/ 2.0	1.1	1.2	0.5	1.0	1.2	92/1174	487/ 6.3	4.4	3.4	120	2.5	33	239	WPCM-F
15. WEAL	(B)	25/ 1.8	1.1	1.4	1.7	1.9	1.5	27/233	216/ 2.8	2.9	3.5	100	1.1	15	198	WEAL

12+ FM SHARE (METRO): 84.34% (1077 of 1277) (SPG 88: 84.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJMH-F	1 WJMH-F<	1 WTQR-F	1 WTQR-F>	1 WTQR-F>	1 WTQR-F>>	1 WTQR-F>	1 WTQR-F>	1 WTQR-F	1 WJMH-F>	1 WTQR-F<
2 WKZL-F	2 WKRR-F>	2 WJMH-F	2 WJMH-F	2 WJMH-F	2 WSJS >	2 WKRR-F	2 WJMH-F	2 WJMH-F	2 WKRR-F	2 WMFR >
WKSI-F>>	3 WTQR-F	3 WKRR-F>	3 WKRR-F	3 WKRR-F	3 WMAG-F<	3 WSJS	3 WKRR-F>	3 WKRR-F>	3 WTQR-F>	3 WSJS
4	4 WKZL-F	4 WMAG-F	4 WMAG-F	4 WMAG-F	4 WMQX-F	WJMH-F	4 WMQX-F<	4 WMAG-F	4 WKZL-F	WJMH-F<
5	5 WQMG-F	5 WKZL-F	5 WMQX-F	5 WMQX-F	5 WMFR	5 WMAG-F	5 WMAG-F	5 WKZL-F	5 WSJS	5 WKZL-F
6	6 WMAG-F	6	6	6	WJMH-F	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKRR-F	1 WJMH-F>	1 WJMH-F>	1 WTQR-F	1 WTQR-F>	1 WKRR-F	1 WKRR-F	1 WKRR-F>	1 WKRR-F	1 WTQR-F>
2 WJMH-F	2 WKRR-F	2 WTQR-F	2 WJMH-F>	2 WJMH-F>	2 WJMH-F>>	2 WJMH-F>	2 WJMH-F	2 WTQR-F	2 WKRR-F
3 WKSI-F>	3 WTQR-F	3 WKZL-F	3 WMAG-F	3 WMAG-F>	3 WKZL-F	3 WTQR-F	3 WTQR-F>	3 WJMH-F>>	3 WJMH-F>
4 WQMG-F	4 WMAG-F	4 WMAG-F	4 WKRR-F	4 WKZL-F	4 WTQR-F	4 WKZL-F	4 WWWB-F	4 WMQX-F	4 WMQX-F
WMAG-F	WKZL-F	5 WKRR-F	5 WKZL-F	5 WWWB-F	5 WQMG-F>>	5 WQMG-F	WKZL-F	5	5 WMAG-F
6	6	6 WWWB-F	6	6	6	6	6 WMAG-F	6	6

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		154 (5)	154 (5)	12.1	14.1
AOR/CLASSIC		128 (1)	128 (1)	10.0	15.0
AC/OLDIES/SOFT ROCK		216 (4)	216 (4)	16.9	17.9
MOR/VARIETY	86 (3)		86 (3)	6.7	6.6
COUNTRY		263 (3)	263 (3)	20.6	27.7
BLACK/URBAN	45 (2)	222 (3)	267 (5)	20.9	11.1
BEAUTIFUL/EASY		38 (2)	38 (2)	3.0	1.9
NEWS/TALK					
NOSTALGIA	45 (2)		45 (2)	3.5	2.1
RELIGION/GOSPEL	24 (3)	51 (2)	75 (5)	5.9	3.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		5 (1)	5 (1)	0.4	0.5
	200 (10)	1077 (21)	1277 (31)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAAA	980	Winston-Salem	1.4/3.3
WKEW	1400	Greensboro	0.8/2.4
WLXN	1440	Lexington	0.6/1.3
WMQX	1340	Winston-Salem	
WPET	950	Greensboro	0.4/1.3
WSMX	1500	Winston-Salem	0.6/1.2
WTNC	790	Thomasville	0.7/1.4
WTOB	1380	Winston-Salem	0.6/1.4
WWGL-F	94.1	Lexington/WS	1.4/3.3
WDCG-F	105.1	Durham/Raleigh	0.4/3.4
WEZC-F	102.9	Hickory	0.4/1.2
WFMX-F	105.7	Statesville	1.0/4.3
WMXC-F	104.7	Charlotte	1.6/4.7
WPEG-F	97.9	Concord	0.4/1.0
WRDX-F	106.5	Salisbury/Chrlt	0.4/1.3
WROQ-F	95.1	Charlotte	0.7/2.2

WZZU-F 93.9 Burlington 0.3/1.2

RADIO STATIONS

WAAA,	980,	1 KW	, BLACK	NBN,	$ 17.00	(---)			Mutter Evans
WEAL,	1510,	1 KW (DAYS)	, BLACK	SBN,	$ 15.00	(HNWH)			Nancy Cooper
WMFR,	1230,	1 KW	, NOSTALGIA	ABC I, APR,	$ 25.00	(MMR)	Voyager		Dick Harlow
WSJS,	600,	5 KW (DA-2)	, MOR	NBC, MBS,	$ 49.00	(Mc-Guild)	New Market		Pete Schulte
WHPE-F,	95.5,	100 KW @ 440,	RELIGION	,	$ 14.00	(---)			Jud Mast
WJMH-F,	102.1,	61 KW @ 1160,	URBAN/CHR	,	$ 50.00	(HNWH)	Beasley	(REIDSVILLE)	Roger Stockton
WKRR-F,	92.3,	100 KW @ 1276,	CLASSIC AOR	,	$ 68.00	(MMR)	Dick		Allen Dick
WKSI-F,	98.7,	100 KW @ 800,	CHR	,	$ 47.00	(Republic)	Bahakel		Sanders Hickey
WKZL-F,	107.5,	100 KW @ 500,	CHR	ABC R,	$ 55.00	(Katz)	Nationwide		Jennifer Grimm
WMAG-F,	99.5,	100 KW @ 1500,	AC	,	$ 75.00	(MMR)	Voyager		Dick Harlow
WMQX-F,	93.1,	100 KW @ 1050,	OLDIES	,	$ 40.00	(Durpetti)			Jeff Silver
WPCM-F,	101.1,	100 KW @ 1176,	COUNTRY	MBS,	$ N/A	(---)		(BURLINGTON)	---
WQMG-F,	97.1,	100 KW @ 550,	BLACK	RADRAD,	$ 43.00	(HNWH)			Nancy Cooper
WTQR-F,	104.1,	100 KW @ 1420,	COUNTRY	MBS,	$ 95.00	(Mc-Guild)	New Market		Pete Schulte
WWMY-F,	94.5,	100 KW @ 1000,	BTFL/EZ	,	$ 25.00	(Katz)		(EDEN)	---
WWWB-F,	100.3,	100 KW @ 1049,	AC	US 2,	$ 44.00	(Mc-Guild)			Ed Weiss

MISCELLANEOUS COMMENTS: WBIG-F changes calls to WJMH (Jan.)...WOJY-F changes calls to WWWB-F (Apr.)...WWMY-F (Eden) sold by Speed-O-Print for [illegible],500,000 (Foreman)...WMQX A/F sold to Ralph Guild for $7,000,000.

GREENVILLE, NC

Arbitron Rank/Pop (12+): 84/416,800
MSA Rank/Pop: NA
ADI # 102
Average Person Ratings: 17.3
Market TSL: 23.0 hours

Stations: 29/22
Diaries: 961/434:1/59.7%
Sample Target: 790
% Below Line: 6.9
% Not Listed: 12.1

1988 Revenue: NA
HH Inc.: NA
Retail $: 0.0 Bil
Pop per Station: 18,945
#1 Biller: NA

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WIKS-F (B)	122/16.9	19.6	23.1	24.9	24.5	----	144/1565	1177/28.2	27.5	28.2	83				WIKS-F
2. WRNS-F (C)	105/14.6	15.0	14.4	16.1	12.4	----	153/1448	1012/24.3	23.2	18.3	121				WRNS-F
3. WDLX-F (CHR)	79/11.0	9.6	11.6	9.5	12.4	----	115/1651	933/22.4	22.0	24.3	71				WDLX-F
4. WSFL-AF (AC)	53/ 7.3	6.2	7.8	5.6	5.7	----	57/717	629/15.0	18.0	14.9	142				WSFL-AF
5. WNCT-F (EZ)	44/ 6.1	7.9	5.8	8.7	6.3	----	71/860	488/11.7	11.1	13.2	74				WNCT-F
6. WZYC-F (AOR)	34/ 4.7	8.2	7.0	4.3	6.9	----	36/664	536/12.9	13.4	13.7	77				WZYC-F
7. WRCM-F (?)	25/ 3.5	3.9	2.0	1.9	1.8	----	32/415	355/ 8.5	5.0	2.9	120				WRCM-F
8. WHTE-F (?)	23/ 3.2	2.9	----	----	----	----	36/426	277/ 6.6	0.0	0.0	53				WHTE-F
9. WGTM (REL)	15/ 2.1	1.9	1.4	1.1	1.9	----	24/307	136/ 3.3	3.0	2.9	81				WGTM
WOOW (B)	15/ 2.1	0.6	----	----	----	----	15/162	162/ 3.9	0.0	0.0	133				WOOW

12+ FM SHARE (METRO): 89.43% (567 of 634) (SPG 88: 95.02%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIKS-F	1 WIKS-F>	1 WIKS-F	1 WRNS-F	1 WRNS-F	1 WRNS-F>	1 WRNS-F	1 WRNS-F	1 WIKS-F	1 WIKS-F>>	1 WRNS-F
WDLX-F>>	2 WDLX-F<	2 WRNS-F	2 WIKS-F	2 WIKS-F>	2 WNCT-F	WIKS-F>	2 WIKS-F>	2 WRNS-F	2 WRNS-F<	2 WIKS-F>>
3 WHTE-F>>	3 WRNS-F	3 WDLX-F	3 WSFL-AF>	3 WSFL-AF>	3 WIKS-F	3 WDLX-F	3 WDLX-F	3 WDLX-F>	3 WDLX-F>	3 WHTE-F>
4	4 WSFL-AF	4 WSFL-AF	4 WDLX-F>>	4 WDLX-F	4	4 WSFL-AF>	4 WSFL-AF<	4 WNCT-F<	4 WHTE-F	4 WGTM >
5	5	5	5	5	5	5	5 WNCT-F	5 WSFL-AF	5	5 WDLX-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIKS-F	1 WIKS-F	1 WSFL-AF	1 WIKS-F	1 WRNS-F>	1 WIKS-F	1 WIKS-F>	1 WIKS-F>	1 WIKS-F	1 WRNS-F
2 WDLX-F>>	2 WDLX-F	WIKS-F	2 WDLX-F<	2 WIKS-F	2 WRNS-F<	2 WRNS-F	2 WRNS-F	2 WRNS-F>	2 WIKS-F>
3 WSFL-AF>	3 WSFL-AF>	3 WRNS-F	3 WRNS-F	3 WSFL-AF	3 WDLX-F<	3 WZYC-F	3 WRDU-F	3 WZYC-F	3 WSFL-AF>
4 WRNS-F	4 WRNS-F>>	4 WDLX-F>	4 WSFL-AF>>	4 WDLX-F>	4 WZYC-F>>	4 WDLX-F	4 WZYC-F	WDLX-F	4 WRDU-F
WHTE-F	5	5 WOOW >>	5	5 WNCT-F	5	5	5 WSFL-AF	5 WSFL-AF	5 WZYC-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		83 (2)	83 (2)	13.1	13.9
AOR/CLASSIC		62 (3)	62 (3)	9.8	14.1
AC/OLDIES/SOFT ROCK	1 (1)	85 (6)	86 (7)	13.6	12.9
MOR/VARIETY	9 (2)		9 (2)	1.4	3.6
COUNTRY	16 (3)	116 (3)	132 (6)	20.8	21.3
BLACK/URBAN	15 (1)	129 (2)	144 (3)	22.7	26.8
BEAUTIFUL/EASY		44 (1)	44 (1)	6.9	6.5
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL	26 (3)		26 (3)	4.1	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		48 (2)	48 (2)	7.6	0.9
	67 (10)	567 (19)	634 (29)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBRE-F	98.3	Washington/Grnv	0.7/1.9
WELS	1010	Kinston	0.7/2.0
WFTC	960	Kinston	0.7/1.9
WJCV	1290	Jacksonville	1.0/1.3
WJNC	1240	Jacksonville	0.4/2.1
WKCP-F	97.7	Kinston	0.7/2.7
WLAS	910	Jacksonville	0.8/1.8
WLOJ	1490	New Bern	0.6/1.1
WMBL	740	Morehead City	
WRHT-F	96.3	Morehead City	0.7/3.1
WRQR-F	94.3	Farmville/Grnvl	0.6/2.8
WRRF	930	Washington	0.8/2.1
WXQR-F	105.5	Jacksonville	1.9/3.7
WKTC-F	96.9	Tarboro/Rky Mnt	0.8/3.3
WOKN-F	102.3	Goldsboro/Wilsn	1.0/1.8
WRAL-F	101.5	Raleigh	0.7/2.9
WRDU-F	106.1	Wilson	1.9/4.5
WTRG-F	100.7	Rky Mount/Raleg	1.9/5.7
WVBS-F	99.9	Burgaw	0.6/2.3

RADIO STATIONS

WOOW, 1340, 1 KW (DA-1)	, BLACK/GOSPEL	IND, $	9.00 (Southern)	(GREENVILLE)	---
WGTM, 590, 5 KW (DA-2)	, GOSPEL	UPI, $	8.00 (Midsouth)	(WILSON)	Thomas Ward
WDLX-F, 93.3, 100 KW @ 1800,	CHR	ABC F, $	30.00 (Banner)	(WASHINGTON)	C. Potts
WHTE-F, 103.7, 50 KW @ 400,	??	IND, $	N/A (Mc-Guild)	(WILLIAMSTON)	---
WIKS-F, 101.9, 100 KW @ 1020,	BLACK	ABC C, $	36.00 (HNWH)	(NEW BERN)	Mike Binkley
WNCT-F, 107.9, 100 KW @ 1800,	BTFL/EZ	ABC E, CBS, $	22.00 (Katz)	Park (GREENVILLE)	Scott Cherney
WRCM-F, 98.7, 100 KW @ 1015	??	MBS, $	16.00 (Eastman)	(JACKSONVILLE)	Tom Wolker
WRNS-F, 95.1, 100 KW @ 1500,	COUNTRY	IND, $	38.00 (Mc-Guild)	(KINSTON)	Webster James
WSFL-F, 106.5, 100 KW @ 915,	AC	US 1, $	20.00 (Eastman)	Caravelle (NEW BERN)	Jerry McKeown
WXQR-F, 105.3, 3 KW @ 275,	AOR	SOURCE, ABC F, $	14.00 (T-N)	(JACKSONVILLE)	Bill Waldron
WZYC-F, 103.3, 100 KW @ 600,	AOR	ABC R, $	17.00 (Mc-Guild)	(NEWPORT)	Phil Martin

MISCELLANEOUS COMMENTS: WFTC, WRNS-F sold by Beasley to Pinnacle for $_______ (Americom).

GREENVILLE-SPARTANBURG

Arbitron Rank/Pop (12+): 68/517,000

MSA Rank/Pop: 80/618,600
ADI #36 (w/Asheville)
Average Person Ratings: 17.3
Market TSL: 22.75 hours

Stations: 26/19
Diaries: 932/555:1/51.5%
Sample Target: 880
% Below Line: 8.9
% Not Listed: 12.1

1988 Revenue: $19,200,000
HH Inc.: $27,214
Retail $: 4.1 Bil
Pop per Station: 27,210
#1 Biller: WFSC-AF $4,700,000

12+ METRO		1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WANS-F	(CHR)	93/10.4	11.8	11.2	9.4	10.4	10.7	177/2074	955/18.5	23.8	22.3	65	13.3	1331	477	WANS-F
2. WMYI-F	(AC)	84/ 9.4	8.6	5.0	6.3	3.6	7.3	196/2435	1024/19.8	15.1	14.0	143	8.7	87	973	WMYI-F
3. WESC-F	(C)	83/ 9.3	12.4	12.0	10.5	12.7	11.1	221/2783	1073/20.8	22.1	22.1	108	11.1	111	1210	WESC-F
4. WFBC-F	(AC)	81/ 9.0	8.7	8.7	8.8	9.2	8.8	119/1764	1086/21.0	22.9	21.7	116	8.1	81	1002	WFBC-F
5. WSSL-F	(C)	75/ 8.4	8.1	10.5	7.8	11.7	8.7	175/2370	1013/19.6	21.9	19.9	104	6.9	69	788	WSSL-F
6. WLWZ-F	(B)	70/ 7.8	5.4	5.3	6.7	8.0	6.3	89/784	593/11.5	11.1	10.5	92	8.4	84	671	WLWZ-F
7. WSPA-F	(EZ)	65/ 7.3	8.3	8.1	7.4	6.4	7.8	143/1640	758/14.7	14.7	12.8	75	5.0	50	700	WSPA-F
8. WCKN-F	(AOR)	37/ 4.1	5.2	4.5	6.2	5.0	5.0	95/1185	530/10.3	14.0	10.7	134	8.2	82	717	WCKN-F
9. WCKZ-AF	(CHR)	34/ 3.8	4.7	2.7	5.3	5.4	4.1	61/730	430/ 8.3	5.9	6.6	0	7.8	78	515	WCKZ-AF
10. WFBC	(N/T)	22/ 2.5	1.6	1.9	2.2	1.5	2.0	27/346	283/ 5.5	5.1	4.7	104	1.1	11	236	WFBC
11. WSPA	(MOR)	21/ 2.3	3.4	2.0	2.1	2.8	2.5	22/335	301/ 5.8	6.8	6.4	91	1.3	13	254	WSPA
12. WBBO-F	(J/NA)	19/ 2.1	1.3	1.6	1.4	1.1	1.6	35/562	288/ 5.6	3.2	2.6	171	1.6	16	275	WBBO-F
13. WHYZ	(B)	12/ 1.3	2.4	4.1	3.8	3.9	2.9	12/170	142/ 2.7	6.4	6.2	85	1.6	16	229	WHYZ
14.																

15. 12+ FM SHARE (METRO): 88.45% (697 of 788) (SPG 88: 84.09%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WANS-F	1 WANS-F>	1 WMYI-F	1 WMYI-F>	1 WMYI-F	1 WESC-F	1 WESC-F	1 WMYI-F	1 WANS-F	1 WANS-F>	1 WSSL-F
2 WCKZ-AF	2 WMYI-F>	2 WANS-F>	2 WFBC-F	2 WFBC-F<	2 WSPA-F	2 WFBC-F	2 WANS-F<	2 WMYI-F	2 WLWZ-F	WESC-F
3 WLWZ-F>>	3 WLWZ-F>	3 WSSL-F	3 WESC-F	3 WESC-F	WFBC-F	3 WMYI-F	3 WFBC-F	3 WSSL-F<	3 WCKZ-AF	3 WFBC-F<
4	4 WSSL-F	WLWZ-F<	4 WSSL-F	4 WSSL-F	4 WSSL-F>	4 WSSL-F	4 WSSL-F	4 WESC-F	4 WFBC-F	4 WLWZ-F
5	WCKN-F	5 WESC-F<	5 WANS-F<	5 WLWZ-F	5 WMYI-F>	WANS-F	5 WSPA-F	5 WFBC-F<	5 WMYI-F	5
6	6 WFBC-F	6 WFBC-F	6 WLWZ-F	6 WANS-F	6	6	6 WESC-F	6 WLWZ-F	6 WSPA-F	6
7	7	7	7 WCKN-F	7	7	7	7	7 WSPA-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WANS-F	1 WMYI-F	1 WMYI-F	1 WMYI-F>	1 WMYI-F	1 WANS-F>>	1 WANS-F>>	1 WANS-F	1 WANS-F>	1 WMYI-F
2 WMYI-F>	2 WANS-F>	2 WLWZ-F	2 WFBC-F	2 WFBC-F	2 WLWZ-F>>	2 WMYI-F<	2 WMYI-F>	2 WMYI-F	2 WESC-F
3 WSSL-F>	3 WLWZ-F	3 WANS-F	3 WANS-F	3 WESC-F	3 WSSL-F>	3 WLWZ-F>	3 WCKN-F>	3 WLWZ-F	3 WSSL-F
4 WLWZ-F	4 WFBC-F	4 WFBC-F	4 WSSL-F	4 WSSL-F	4 WCKZ-AF	4 WCKN-F	4 WSSL-F	4 WSSL-F	WFBC-F
WFBC-F	5 WSSL-F	WCKN-F	WESC-F	5 WLWZ-F	WMYI-F	5 WSSL-F>	5 WLWZ-F	5 WESC-F	5 WANS-F
6 WESC-F	6 WCKN-F	6	6 WLWZ-F	6	WESC-F	6 WESC-F	WFBC-F	6	6 WLWZ-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		57 (4)	57 (4)	7.2	13.7
AOR/CLASSIC		37 (1)	37 (1)	4.7	5.5
AC/OLDIES/SOFT ROCK		174 (3)	174 (3)	22.1	14.6
MOR/VARIETY	21 (1)		21 (1)	2.7	6.7
COUNTRY	16 (2)	167 (3)	183 (5)	23.2	28.5
BLACK/URBAN	21 (2)	70 (1)	91 (3)	11.5	20.3
BEAUTIFUL/EASY		75 (2)	75 (2)	9.5	8.1
NEWS/TALK	22 (1)		22 (1)	2.8	
NOSTALGIA					1.4
RELIGION/GOSPEL	8 (2)		8 (2)	1.0	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		19 (1)	19 (1)	2.4	1.2
UNKNOWN/OTHERS	3 (1)	5 (1)	8 (2)	1.0	
	91 (9)	604 (16)	788 (25)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WASC	1530	Spartanburg	1.0/2.7
WBBR	1580	Travelers Rst.	0.4/1.3
WESC	660	Greenville	0.9/3.1
WKDY	1400	Spartanburg	0.9/2.4
WMUU	1260	Greenville	0.4/2.0
WMUU-F	94.5	Greenville	1.1/4.1
WORD	910	Spartanburg	0.3/1.0
WAGI-F	105.3	Gaffney	1.0/2.0
WBCY-F	107.9	Charlotte	1.2/4.7
WBFM-F	98.1	Seneca	0.6/0.9
WBIG	1450	Gastonia/Chrltt	
WWMG-F	96.1	Shelby	1.0/2.3
WKSF-F	99.9	Asheville/Grnvl	0.7/3.8
WROQ-F	95.1	Charlotte	0.7/2.6

RADIO STATIONS

WASC, 1530, 1 KW , BLACK	ABC C, NBN, $ 14.00 (---)		Joe Sessoms
WFBC, 1330, 5 KW (DA-N) , NEWS/TALK	NBC, SUN, $ 22.00 (Katz)	Multimedia	Greg Anderson
WHYZ, 1070, 50 KW (DAYS, DA) , BLACK	SBN, ABC C, $ -- (HNWH)		Martin McClung
WORD, 910, 5 KW/1 KW (DA-2) , ??	UPI, $ N/A (---)	Multimedia	---
WSPA, 950, 5 KW (DA-N) , MOR	CBS, $ 23.00 (Mc-Guild)		Larry Alverson
WANS-F, 107.3, 100 KW @ 1008, CHR	, $ 39.00 (Christal)	Degree (ANDERSON)	Ron Thompson
WBBO-F, 93.3, 87 KW @ 2000, NAC/JAZZ	, $ 21.00 (Eastman)	(FOREST CITY)	Don Trapp
WCKN-F, 101.1, 100 KW @ 994, CLASSIC AOR	ABC R, $ 36.00 (Durpetti)	(ANDERSON)	Kerry Fink
WESC-F, 92.5, 95 KW @ 2000, COUNTRY	ABC F, $ 90.00 (Banner)		John Davenport
WFBC-F, 93.7, 100 KW @ 1840, AC	ABC D, $ 86.00 (Katz)	Multimedia	Greg Anderson
WLWZ-F, 103.9 3 KW @ 328, BLACK	, $ 30.00 (Eastman)	Voyager	Bill Johnston
WMUU-F, 94.5, 100 KW @ 1200, BTFL/EZ	APR, $ 18.00 (---)		Jim Dickson
WMYI-F, 102.5, 20 KW @ 1750, AC	, $ 45.00 (Christal)	AmCom (HENDERSONVILLE)	George Francis
WSPA-F, 98.9, 100 KW @ 1910, BTFL/EZ	, $ 40.00 (Mc-Guild)		Larry Alverson
WSSL-F, 100.5, 100 KW @ 1280, COUNTRY	MBS, $ 55.00 (Christal)	(GRAY COURT)	John Cullen

WCKZ -- See Charlottte

HARRISBURG

Arbitron Rank/Pop (12+): 74/493,900
MSA Rank/Pop: 87/584,900
ADI #46 (w/York & Lancaster)
Average Person Ratings: 17.2
Market TSL: 23.00 hours

Stations: 31/16
Diaries: 977/506:1/59.1%
Sample Target: 880
% Below Line: 10.8
% Not Listed: 11.7

1988 Revenue: $12,900,000
HH Inc.: $33,463
Retail $: 4.8 Bil
Pop per Station: 30,868
#1 Biller: WYNK-F $4,800,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WNNK-F (CHR)	161/19.0	19.9	20.8	17.3	21.7	19.3	187/2395	1893/38.3	40.9	36.3	101	30.2	202	1866	WNNK-F
2. WRKZ-F (C)	84/ 9.9	10.7	7.7	7.8	8.0	9.0	179/2021	920/18.6	14.5	16.0	117	6.0	40	600	WRKZ-F
3. WNCE-F (EZ)	63/ 7.4	5.7	5.9	7.7	5.0	6.7	187/1843	595/12.0	12.7	12.1	69	3.6	24	322	WNCE-F
4. WTPA-F (AOR)	56/ 6.6	5.8	6.0	6.0	6.7	6.1	71/879	617/12.5	12.1	11.0	67	11.4	76	611	WTPA-F
5. WHP (MOR)	52/ 6.1	8.7	7.1	5.6	6.1	6.9	61/861	739/15.0	14.9	13.2	54	5.7	38	560	WHP
6. WHP -F (AC)	41/ 4.8	4.9	4.6	5.8	5.1	5.0	57/886	598/12.1	15.1	12.7	129	3.1	21	532	WHP -F
7. WIMX-F (AC)	39/ 4.6	5.8	6.4	6.0	5.5	5.7	48/768	593/12.0	15.9	15.2	152	6.4	43	547	WIMX-F
8. WHYL-AF (C)	35/ 4.1	3.0	3.3	5.0	3.9	3.8	40/503	438/ 8.9	7.1	7.7	98	6.0	40	348	WHYL-AF
9. WHKS-F (AC)	25/ 2.9	3.1	1.0	1.1	1.0	2.0	30/525	328/ 6.6	4.9	3.2	159	1.8	12	181	WHKS-F
10. WQXA-F (CHR)	24/ 2.8	2.3	4.2	4.7	3.1	3.5	89/1811	622/12.6	13.6	12.8	86	3.3	22	421	WQXA-F
11. WCMB (O)	20/ 2.4	1.4	1.4	2.4	3.2	1.9	25/418	351/ 7.1	8.2	7.4	137	0.9	6	133	WCMB
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 84.78% (635 of 749) (SPG 88: 78.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>	1 WRKZ-F	1 WNNK-F>	1 WNNK-F>	1 WNNK-F>>	1 WNNK-F>	1 WRKZ-F>
2 WQXA-F	2 WTPA-F>>	2 WTPA-F>	2 WRKZ-F>	2 WRKZ-F>	2 WNNK-F<	2 WRKZ-F	2 WRKZ-F	2 WRKZ-F	2 WTPA-F>	2 WNNK-F<
3 WIKZ-F>>	3 WRKZ-F	3 WRKZ-F	3 WIMX-F	3 WIMX-F	3 WNCE-F	3 WHP >	3 WNCE-F>	3 WNCE-F	3 WRKZ-F>	3 WLBR >
4	WIMX-F	4 WIMX-F	4 WHP -F<	4 WHP -F	4 WHP	4 WHP -F	4 WHP <	4 WTPA-F	4 WQXA-F	4 WHP >
5	5	5 WHP -F	5 WNCE-F	5 WNCE-F	5	5 WTPA-F<	5 WIMX-F	5	5	5 WTPA-F
6	6	6	6	6	6	6 WNCE-F	6 WTPA-F	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WTPA-F>>	1 WTPA-F>	1 WNNK-F	1 WNNK-F<	1 WNNK-F
2 WQXA-F	2 WQXA-F	2 WRKZ-F	2 WRKZ-F	2 WRKZ-F	2 WNNK-F>>	2 WNNK-F>>	2 WTPA-F>	2 WTPA-F>>	2 WRKZ-F>
WTPA-F	WTPA-F	WHP -F	WIMX-F	3 WIMX-F	3	3 WHTF-F	3 WRKZ-F	3 WRKZ-F	3 WNCE-F
4 WYCR-F	WHP -F	4 WIMX-F	4 WHP -F	4 WHP -F	4	4	4 WHTF-F	4	WTPA-F
5 WHP -F	5 WIMX-F	WHKS-F	5	5	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		214 (6)	214 (6)	28.6	30.7
AOR/CLASSIC		75 (3)	75 (3)	10.0	10.6
AC/OLDIES/SOFT ROCK	25 (2)	120 (5)	145 (7)	19.4	16.0
MOR/VARIETY	75 (3)		75 (3)	10.0	9.1
COUNTRY	2 (1)	134 (5)	136 (6)	18.2	14.3
BLACK/URBAN					0.8
BEAUTIFUL/EASY		71 (2)	71 (2)	9.5	12.8
NEWS/TALK					
NOSTALGIA	12 (1)		12 (1)	1.6	2.9
RELIGION/GOSPEL		12 (2)	12 (2)	1.6	2.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		9 (1)	9 (1)	1.2	0.4
	114 (7)	635 (24)	749 (31)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCTX-F	92.1	Palmyra/Harsbrg	0.9/3.0
WHGB	1400	Harrisburg	1.4/4.3
WIOO	1000	Carlisle	0.5/1.4
WKBO	1230	Harrisburg	0.6/2.9
WLBR	1270	Lebanon	2.2/6.2
WUFM-F	100.1	Lebanon	1.1/3.9
WARM-F	103.3	York	1.1/4.5
WDAC-F	94.5	Lancaster	0.8/2.7
WGCB-F	96.1	Red Lion	0.6/1.4
WGRX-F	100.7	Westminster/Bal	0.6/3.7
WGTY-F	107.7	Gettysburg	1.1/2.3
WHTF-F	92.7	Starview	1.7/7.2
WIKZ-F	95.1	Chambrsbrg/Hgrs	0.8/1.9
WIOV-F	105.1	Ephrata/Lncstr	0.5/1.6
WKSB-F	102.7	Williamsport	0.7/1.4
WLAN-F	96.9	Lancaster	0.7/5.5
WQKX-F	94.1	Sunbury	0.5/1.8
WRFY-F	102.5	Reading	0.5/1.9
WYCR-F	98.5	York/Hanover	1.4/6.2

RADIO STATIONS

WCMB, 1460,	5 KW (DA-N)	, OLDIES	NBC, TALKNT,	$ 20.00 (Eastman)				Brian Danzis
WHGB, 1400,	1 KW	, NOSTALGIA	SMN,	$ 14.00 (Mc-Guild)				Wally Pope
WHP , 580,	5 KW (DA-N)	, MOR	CBS, NBC,	$ 33.00 (Katz)				---
WLBR, 1270,	5 KW/1 KW (DA-2)	, MOR	ABC I,	$ 16.00 (K & P)			(LEBANON)	Bob Etter
WHKS-F, 94.9,	25 KW @ 700,	AC	,	$ 25.00 (Banner)		Barnstable		Dana Harmon
WHYL-F, 102.3,	3 KW @ 328,	COUNTRY	APR,	$ 28.00 (---)				---
WIMX-F, 99.3,	3 KW @ 328,	AC	,	$ 34.00 (Eastman)				Brian Danzis
WNNK-F, 104.1,	22 KW @ 726,	CHR	APR,	$ 94.00 (Christal)		Keymarket		Carol O'Leary
WRKZ-F, 106.7,	50 KW @ 500,	COUNTRY	ABC E,	$ 70.00 (Torbet)		Zimmerman		Nancy Tulli
WTPA-F, 93.5,	.8 KW @ 740,	AOR	ABC R,	$ 29.00 (Republic)				Michael Brandon
WHP-F , 97.3,	17 KW @ 840,	SOFT AC	ABC D,	$ 40.00 (Katz)				---

OTHER RANKED STATIONS -- See Harrisburg and York

MISCELLANEOUS COMMENTS: WHGB sold by Scott to Keymarket for $250,000...WCMB, WIMX-F sold by McKenna for $4,900,000.

HARTFORD

Arbitron Rank/Pop (12+): 40/969,100

MSA Rank/Pop: 43/1,096,200
ADI #23 (w/New Haven)
Average Person Ratings: 17.9
Market TSL: 23.50 hours

Stations: 25/15
Diaries: 1455/666:1/53.4%
Sample Target: 1220
% Below Line: 2.1
% Not Listed: 11.4

1988 Revenue: $35,200,000
HH Inc.: $41,923
Retail $: 9.4 Bil
Pop per Station: 64,606
#1 Biller: WTIC $10,000,000

12+ METRO			1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1.	WTIC	(MOR)	276/15.9	16.5	15.8	18.6	19.1	16.7	349/4341	3257/33.6	33.4	34.2	67	16.4	247	2639	WTIC
2.	WTIC-F	(CHR)	237/13.7	10.3	12.2	13.8	13.9	12.5	339/4860	2975/30.7	34.7	31.4	106	16.4	247	3201	WTIC-F
3.	WRCH-F	(EZ)	157/ 9.0	9.4	9.7	10.0	11.8	9.5	299/3498	1896/19.6	20.5	20.9	72	4.7	70	902	WRCH-F
4.	WWYZ-F	(C)	129/ 7.4	5.7	5.6	1.2	2.0	5.0	240/2848	1546/16.0	11.3	6.7	138	7.5	113	1047	WWYZ-F
5.	WHCN-F	(AOR)	106/ 6.1	6.4	5.3	6.8	7.0	6.2	164/2897	1670/17.2	16.0	17.5	123	7.3	109	1732	WHCN-F
6.	WDRC-F	(O)	102/ 5.9	7.1	7.8	6.0	6.9	6.7	214/3420	1633/16.9	16.6	18.1	153	5.7	85	1217	WDRC-F
7.	WIOF-F	(AC)	97/ 5.6	4.7	5.9	3.6	5.8	4.9	153/2311	1344/13.9	17.2	15.4	145	3.5	52	790	WIOF-F
8.	WCCC-F	(AOR)	89/ 5.1	6.1	4.4	3.6	3.6	4.8	128/2597	1634/16.9	13.1	14.2	116	6.5	98	1367	WCCC-F
9.	WKSS-F	(CHR)	70/ 4.0	4.8	4.9	5.7	5.6	4.8	146/3407	1788/18.5	16.2	18.1	57	6.5	98	1897	WKSS-F
10.	WNEZ	(BB)	54/ 3.1	4.1	3.0	3.8	2.5	3.5	58/711	626/ 6.5	6.2	6.9	39				WNEZ
11.	WAQY-F	(AOR)	36/ 2.1	1.2	1.5	2.0	1.4	1.7	129/2035	741/ 7.6	7.8	7.0	105	1.3	19	537	WAQY-F
12.	WPOP	(N/T)	33/ 1.9	2.4	2.7	3.0	2.0	2.5	37/1006	891/ 9.2	10.5	8.6	89	1.9	28	770	WPOP
13.	WKCI-F	(CHR)	25/ 1.4	1.8	1.9	1.2	1.4	1.6	181/2898	759/ 7.8	8.7	6.9	93	0.7	11	436	WKCI-F
14.	WPLR-F	(AOR)	19/ 1.1	1.2	1.2	1.3	1.4	1.2	93/1949	687/ 7.1	7.9	7.7	136	1.4	21	527	WPLR-F
	WHYN-F	(AC)	19/ 1.1	0.8	1.0	0.6	----	0.9	126/1479	242/ 2.5	4.2	0.0	109	0.3	4	167	WHYN-F
16.	WDRC	(O)	18/ 1.0	1.2	0.9	2.9	2.0	1.5	19/444	373/ 3.8	4.9	6.4	130	0.9	13	269	WDRC
17.																	
18.																	
19.																	
20.																	

12+ FM SHARE (METRO): 72.41% (1113 of 1537) (SPG 88: 69.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTIC-F>>	1 WTIC-F>	1 WTIC-F>	1 WTIC-F>	1 WTIC-F>	1 WTIC >>	1 WTIC >>	1 WTIC-F	1 WTIC-F	1 WTIC >>	1 WTIC >>
2 WKSS-F>	2 WHCN-F	2 WHCN-F	2 WDRC-F<	2 WTIC <	2 WRCH-F>	2 WTIC-F>>	2 WRCH-F	2 WTIC	2 WTIC-F>>	2 WTIC-F>
3 WHCN-F>>	3 WCCC-F>	WDRC-F	3 WWYZ-F	3 WWYZ-F	3 WWYZ-F>	3 WCCC-F	3 WTIC	3 WRCH-F	3 WWYZ-F	3 WWYZ-F<
4	4 WKSS-F	4 WWYZ-F<	4 WTIC	4 WDRC-F	4 WTIC-F	4 WRCH-F	4 WIOF-F<	4 WWYZ-F	4 WHCN-F	4 WRCH-F
5	WIOF-F	5 WCCC-F<	5 WIOF-F	5 WIOF-F	5 WDRC-F	5 WWYZ-F	5 WWYZ-F	5 WIOF-F<	5 WRCH-F	5 WDRC-F
6	6	6 WIOF-F	WHCN-F	6 WHCN-F	6	WDRC-F	6	6 WHCN-F	6 WKSS-F<	6 WPOP
7	7	7 WTIC	7	7	7	7 WHCN-F	7	7	7 WIOF-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WTIC-F>	1 WTIC-F>>	1 WTIC-F>>	1 WTIC-F>	1 WTIC-F>	1 WTIC-F	1 WHCN-F<	1 WHCN-F	1 WTIC-F	1 WWYZ-F<
2 WKSS-F	2 WIOF-F	2 WIOF-F	2 WIOF-F	2 WTIC	WCCC-F>	2 WTIC-F	2 WTIC-F	2 WHCN-F	2 WHCN-F<
3 WIOF-F>	3 WKSS-F	3 WHCN-F	3 WTIC	3 WIOF-F	3 WHCN-F>	3 WCCC-F>>	3 WCCC-F>	3 WCCC-F	3 WTIC-F<
4 WHCN-F	4 WHCN-F	4 WDRC-F	4 WDRC-F<	4 WWYZ-F	4 WKSS-F>	4 WAQY-F	4 WDRC-F	4 WDRC-F	4 WDRC-F
WCCC-F	5 WDRC-F	5 WTIC	5 WWYZ-F	5 WDRC-F>	5 WHYN-F	5 WDRC-F<	5 WWYZ-F	5 WWYZ-F	5 WTIC
6 WWYZ-F	WCCC-F	WCCC-F	6 WKSS-F	6 WRCH-F	WAQY-F	6 WWYZ-F	6 WAQY-F	6	WCCC-F
WDRC-F>>	7 WWYZ-F	7 WWYZ-F	7	7	7	7	7	7	7 WRCH-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		332 (3)	332 (3)	21.6	23.3
AOR/CLASSIC	3 (1)	250 (4)	253 (5)	16.5	15.6
AC/OLDIES/SOFT ROCK	18 (1)	226 (4)	244 (5)	15.9	18.8
MOR/VARIETY	284 (2)		284 (2)	18.5	21.4
COUNTRY		135 (2)	135 (2)	8.8	1.2
BLACK/URBAN	9 (1)		9 (1)	0.6	1.1
BEAUTIFUL/EASY		157 (1)	157 (1)	10.2	13.2
NEWS/TALK	56 (4)		56 (4)	3.6	2.2
NOSTALGIA	54 (1)		54 (1)	3.5	2.8
RELIGION/GOSPEL					
SPANISH		11 (1)	13 (1)	0.8	0.5
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	424 (10)	1113 (15)	1537 (25)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCCC	1290	Hartford	0.2/0.8
WKND	1480	Windsor	0.5/1.2
WLVH-F	93.7	Hartford	0.7/1.4
WMMW	1470	Meriden	0.5/1.0
WCBS	880	New York	0.6/2.2
WCTY-F	97.7	Norwich	0.3/1.0
WFAN	660	New York	0.4/3.0
WMAS-F	94.7	Springfield	0.5/2.0
WOR	710	New York	0.3/1.2

RADIO STATIONS

WDRC	1360	5 KW (DA-N)	OLDIES		$ 33.00	(Mc-Guild)	Buckley		Dick Korsen
WKND	1480	500 W (DAYS,DA)	BLACK	NBN	$ 20.00	(---)			B. McClanahan
WNEZ	910	5 KW (DA-N)	NOSTALGIA		$ 32.00	(Banner)			Pete Vincellette
WPOP	1410	5 KW (DA-2)	NEWS/TALK	CBS	$ 50.00	(Eastman)	Merv Griffin		Al Pellegrino
WTIC	1080	50 KW (DA-N)	MOR	NBN	$ 190.00	(Katz)	Chase		Bob Dunn
WRYM	840	1 KW (DAYS)	HISPANIC		$ 20.00	(Caballero)			Barry Kursman

WCCC-F	106.9	23 KW @ 720	AOR	SOURCE, ABC C	$ 40.00	(Durpetti)			Milt Aninger
WDRC-F	102.9	20 KW @ 810	OLDIES		$ 100.00	(Mc-Guild)	Buckley		Dick Korsen
WHCN-F	105.9	16 KW @ 867	AOR	ABC R	$ 61.00	(Christal)	Beck-Ross		Boyd Arnold
WIOF-F	104.1	18 KW @ 835	AC	RADRAD	$ 64.00	(Eastman)	Merv Griffin	(WATERBURY)	Al Pellegrino
WKSS-F	95.7	17 KW @ 880	CHR	APR	$ 57.00	(MMR)	Precision		Tim Montgomery
WLVH-F	93.7	21 KW @ 780	HISPANIC	CRC	$ 28.00	(Katz Hisp.)	Sage		Martie French
WRCH-F	100.5	8 KW @ 1250	BTFL/EZ	ABC D	$ 78.00	(Banner)			Pete Vincelette
WTIC-F	96.5	20 KW @ 810	CHR		$ 155.00	(Katz)	Chase		Bob Dunn
WWYZ-F	92.5	18 KW @ 860	COUNTRY	US 2	$ 53.00	(Banner)		(WATERBURY)	Fred Erwin

MISCELLANEOUS COMMENTS: WRCQ changes calls to WNEZ (June)...WLVH-F sold by Sage to First City for $7,600,000 (Blackburn).

HONOLULU

Arbitron Rank/Pop (12+): 56/690,700

MSA Rank/Pop: 61/836,400
No ADI
Average Person Ratings: 18.8
Market TSL: 24.75 hours

Stations: 23/23
Diaries: 1089/634:1/51.3%
Sample Target: 1010
% Below Line: 0.0
% Not Listed: 3.5

1988 Revenue: $18,700,000
HH Inc.: $41,840
Retail $: 6.1 Bil
Pop per Station: 30,030
#1 Biller: KSSK $4,100,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KQMQ-AF (CHR)	177/13.6	14.6	15.9	16.3	14.2	15.1		2547/36.9	34.8	35.7	99				KQMQ-AF
2. KUMU-AF (EZ)	169/13.0	12.8	11.2	11.6	9.8	12.1		1717/24.9	22.3	19.7	95				KUMU-AF
3. KIKI-F (CHR)	137/10.5	9.2	9.7	10.3	8.3	9.9		1719/24.9	21.1	19.7	51				KIKI-F
4. KSSK (MOR)	120/ 9.2	8.8	10.6	11.5	12.5	10.0		1474/21.3	23.3	23.0	133				KSSK
5. KRTR-F (AC)	108/ 8.3	5.8	6.1	5.9	8.4	6.5		1331/19.3	15.7	17.5	142				KRTR-F
6. KCCN (?)	93/ 7.1	6.3	3.5	3.9	3.9	5.2		774/11.2	10.7	9.7	107				KCCN
7. KPOI-F (AOR)	84/ 6.5	6.3	6.7	7.1	6.4	6.7		1084/15.7	16.2	14.8	105				KPOI-F
8. KXPW-F (CHR)	61/ 4.7	6.5	7.0	5.0	5.0	5.8		1304/18.9	20.1	16.9	70				KXPW-F
9. KIKI (O)	53/ 4.1	5.1	5.9	4.4	6.2	4.9		790/11.4	13.4	14.7	161				KIKI
10. KHVH (N/T)	46/ 3.5	3.8	4.1	3.8	4.1	3.8		817/11.8	13.9	11.5	74				KHVH
11. KGU (N/T)	37/ 2.8	2.8	3.5	2.7	3.6	3.0		497/ 7.2	12.1	7.1	64				KGU
12. KHHH-F (J/NA)	35/ 2.7	3.3	2.5	2.8	----	2.8		533/ 7.7	7.8	0.0	152				KHHH-F
13. KDEO-F (C)	31/ 2.4	1.3	----	----	----	0.9		281/ 4.1	0.0	0.0	108				KDEO-F
14. KIOV-F (?)	27/ 2.1	2.7	0.3	----	----	1.3		457/ 6.6	1.4	0.0	95				KIOV-F
15. KDEO (C)	19/ 1.5	1.3	1.4	1.9	2.7	1.5		298/ 4.3	4.3	6.0	93				KDEO

12+ FM SHARE (METRO): 62.02% (779 of 1256) (SPG 88: 53.23%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KIKI-F>>	1 KQMQ-AF>	1 KQMQ-AF>	1 KQMQ-AF	1 KQMQ-AF	1 KUMU-AF>	1 KQMQ-AF	1 KUMU-AF	1 KUMU-AF<	1 KIKI-F>	1 KGU
2 KQMQ-AF>	2 KIKI-F	2 KRTR-F<	2 KRTR-F	2 KUMU-AF<	2 KSSK	2 KSSK >	2 KQMQ-AF>	2 KQMQ-AF	2 KUMU-AF	2 KCCN <
3 KXPW-F>>	3 KPOI-F	3 KUMU-AF	3 KUMU-AF<	3 KSSK <	3 KCCN >	3 KUMU-AF	3 KRTR-F	3 KIKI-F	3 KQMQ-AF	3 KRTR-F
4	4 KRTR-F>	4 KIKI-F	4 KSSK >	4 KRTR-F>	4 KRTR-F	4 KRTR-F	4 KCCN	4 KRTR-F<	4 KRTR-F>	4 KSSK
5	5 KUMU-AF	5 KSSK	5 KCCN	5 KCCN	5 KQMQ-AF	5 KIKI-F	5 KSSK	5 KSSK	5 KCCN	KHVH
6	6 KXPW-F	6 KPOI-F	6 KPOI-F	6	6 KHVH	6 KCCN	KPOI-F	6 KPOI-F	6	6 KQMQ-F
							KIKI-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQMQ-AF>	1 KQMQ-AF>>	1 KQMQ-AF>	1 KQMQ-AF	1 KUMU-AF	1 KIKI-F>	1 KQMQ-AF<	1 KPOI-F	1 KQMQ-AF	1 KQMQ-AF
2 KIKI-F>	2 KIKI-F	2 KRTR-F>	2 KDEO	KQMQ-AF	2 KQMQ-AF	2 KPOI-F	2 KQMQ-AF>	2 KPOI-F	2 KSSK
3 KPOI-F>	3 KRTR-F>	3 KSSK	3 KUMU-AF	3 KRTR-F<	3 KXPW-F	3 KIKI-F>	3 KRTR-F>	3 KIKI-F	3 KRTR-F
4 KUMU-AF	4 KUMU-AF	KIKI-F	KRTR-F	4 KSSK >	4 KPOI-F>>	4 KXPW-F	4 KIKI	4 KRTR-F	KPOI-F<
KIOV-F	5 KSSK	5 KUMU-AF>>	5 KSSK	5 KCCN	5 KUMU-AF	5 KRTR-F	5 KSSK	5 KUMU-AF	5 KUMU-AF
6	6 KPOI-F	6	6 KIKI-F	6	KRTR-F>>	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP	22 (1)	353 (3)	375 (4)	29.9	23.9
AOR/CLASSIC		84 (1)	84 (1)	6.7	6.8
AC/OLDIES/SOFT ROCK	53 (1)	108 (1)	161 (2)	12.8	22.3
MOR/VARIETY	120 (1)		120 (1)	9.6	13.3
COUNTRY	19 (1)	31 (1)	50 (2)	4.0	2.9
BLACK/URBAN					
BEAUTIFUL/EASY	38 (1)	131 (1)	169 (2)	13.5	10.4
NEWS/TALK	83 (2)		83 (2)	6.6	8.1
NOSTALGIA					
RELIGION/GOSPEL	10 (1)	10 (1)	20 (2)	1.6	2.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		35 (1)	35 (1)	2.8	
UNKNOWN/OTHERS	132 (5)	27 (1)	159 (6)	12.7	10.0
	477 (13)	779 (10)	1256 (23)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAIM-F	95.5	Honolulu	0.8/2.3
KLHT	1040	Honolulu	0.8/2.2
KNDI	1270	Honolulu	0.8/1.9
KOHO	1170	Honolulu	1.1/2.0
KWAI	1080	Honolulu	0.5/1.4
KZOO	1210	Honolulu	0.5/1.6

RADIO STATIONS

KCCN, 1420, 5 KW	ETHNIC	, $	25.00 (Roslin)		---
KDEO, 940, 10 KW	COUNTRY	MBS, $	21.00 (K & P)		Bob Loew
KGU , 760, 10 KW	TALK	CBS, ABC T, $	20.00 (Banner)		Bob Wilson
KHVH, 990, 5 KW	NEWS/TALK	NBC, ABC I, $	28.00 (HNWH)		Don Robbs
KIKI, 830, 10 KW	OLDIES	, $	24.00 (Christal)	Henry	Casey Stangel
KSSK, 590, 5 KW	MOR/AC	, $	90.00 (Eastman)	Heftel	Earl McDaniel
KAIM-F, 95.5, 100 KW @ 421	RELIGION	, $	10.00 (---)		Del Gibbs
KDEO-F, 102.7, 100 KW @ 1580	COUNTRY (?)	MBS, $	23.00 (K & P)		Bob Loew
KHHH-F, 98.5, 100 KW @ 280	JAZZ/NAC	SMN, $	24.00 (HNWH)		Don Robbs
KIKI-F, 93.9, 100 KW @ 421	CHR	, $	37.00 (Christal)	Henry	Casey Stangel
KIOV-F, 105.1, 100 KW @ 1775	??	, $	N/A (---)		---
KPOI-F, 97.5, 83 KW @ 46	AOR	, $	44.00 (Republic)		Michael Vassar
KQMQ-F, 93.1, 54 KW @ -119	CHR	, $	61.00 (Christal)		Jack Kelly
KRTR-F, 96.3, 75 KW @ 2120	AC	, $	33.00 (Republic)		Austin Vali
KUMU-F, 94.7, 100 KW @ 500	BTFL/EZ	, $	45.00 (Banner)		Jeff Coelho
KXPW-F, 92.3, 100 KW @ 1685	CONTEMP	, $	30.00 (Eastman)		Dick Heftel

MISCELLANEOUS COMMENTS: KMAI-F changes calls to KIKI-F (Jan.).

HOUSTON

Arbitron Rank/Pop (12+): 10/2,958,400
MSA Rank/Pop: 8/3,277,100
ADI # 10
Average Person Ratings: 18.6
Market TSL: 24.25 hours

Stations: 29/28
Diaries: 2438/1213:1/46.5%
Sample Target: 2030
% Below Line: 0.0
% Not Listed: 11.1

1988 Revenue: $107,000,000
HH Inc.: $36,984
Retail $: 29.4 Bil
Pop per Station: 105,657
#1 Biller: KIKK-AF $12,000,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KMJQ-F (B)	500/ 9.1	8.8	9.8	9.3	8.8	9.3	548/4692	4260/14.4	14.7	13.7	84	11.0	640	5436	KMJQ-F
2. KILT-F (C)	449/ 8.2	6.4	4.6	6.2	6.7	6.3	499/6273	5426/18.3	13.2	16.1	113	7.8	453	4496	KILT-F
3. KLOL-F (AOR)	383/ 7.0	4.3	5.2	5.8	5.9	5.6	427/5431	4904/16.6	13.2	13.5	114	7.8	456	4562	KLOL-F
4. KKBQ-AF (CHR)	363/ 6.6	6.5	7.5	6.9	6.7	6.9	371/6675	6368/21.5	21.8	19.5	68	9.5	545	7669	KKBQ-AF
5. KIKK-F (C)	358/ 6.5	8.8	6.8	7.0	8.1	7.3	415/5731	5087/17.2	16.4	17.3	109	9.5	554	5427	KIKK-F
6. KODA-F (EZ)	325/ 5.9	5.3	6.1	4.9	5.2	5.6	342/4153	3871/13.1	15.2	11.9	110	4.0	233	2485	KODA-F
7. KTRH (N/T)	316/ 5.8	6.0	5.7	6.5	6.2	6.0	371/6146	5263/17.8	17.9	16.3	81	3.9	228	3481	KTRH
8. KRBE-F (CHR)	301/ 5.5	5.8	6.0	6.0	8.4	5.8	334/6427	5722/19.3	19.6	20.4	58	6.6	385	6763	KRBE-F
9. KLTR-F (AC)	230/ 4.2	3.7	3.8	3.8	3.3	3.9	234/3666	3618/12.2	12.0	10.5	138	2.7	158	2109	KLTR-F
10. KQUE-F (BB)	209/ 3.8	4.8	3.4	3.8	3.4	4.0	226/2370	2231/ 7.5	7.7	6.6	68	2.5	146	1848	KQUE-F
11. KFMK-F (AC)	197/ 3.6	2.8	4.3	4.4	3.8	3.8	200/3161	3025/10.2	9.5	9.1	147	2.9	168	1960	KFMK-F
12. KZFX-F (AOR)	183/ 3.3	4.3	3.7	3.8	3.7	3.8	189/3115	2977/10.1	10.4	9.8	139	4.3	254	3154	KZFX-F
13. KKHT-F (CHR)	176/ 3.2	2.5	3.8	2.8	2.8	3.1	181/3480	3353/11.3	10.4	7.1	62	2.7	159	2390	KKHT-F
14. KLDE-F (O)	157/ 2.9	2.9	2.5	3.2	3.4	2.9	165/3496	3323/11.2	8.7	8.8	148	2.6	151	2058	KLDE-F
15. KPRC (T)	128/ 2.3	2.8	4.0	3.3	2.4	3.1	139/2224	2061/ 7.0	10.5	7.9	83	2.1	124	1759	KPRC
16. KXYZ (SP)	82/ 1.5	1.0	1.3	1.5	1.1	1.3	82/1006	1006/ 3.4	2.6	2.1	113	0.8	49	606	KXYZ
17. KHYS-F (B)	71/ 1.3	1.2	1.0	----	----	0.9	125/1899	1333/ 4.5	2.5	0.0	85	2.3	132	2055	KHYS-F
18. KYOK (B)	66/ 1.2	1.4	1.1	1.5	0.9	1.3	66/994	994/ 3.4	3.4	2.5	125	1.0	59	728	KYOK
KHCB-F (REL)	66/ 1.2	0.8	1.0	1.4	1.0	1.1	71/996	915/ 3.1	3.3	2.9	92	1.3	75	834	KHCB-F
20. KILT (C)	47/ 0.9	0.8	0.6	1.3	0.8	0.9	47/1091	994/ 3.4	2.8	2.8	100	0.9	54	572	KILT
21. KCOH (B)	46/ 0.8	1.5	0.8	0.8	1.0	1.0	46/816	816/ 2.8	2.1	2.1	138	0.6	37	571	KCOH
22. KLAT (SP)	44/ 0.8	1.8	1.3	2.6	2.1	1.6	44/753	753/ 2.5	2.6	3.2	138	0.6	34	786	KLAT
23.															
24.															
25.															

12+ FM SHARE (METRO): 81.56% (3981 of 4881) (SPG 88: 79.83%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKBQ-AF>	1 KLOL-F<	1 KMJQ-F	1 KILT-F	1 KILT-F	1 KTRH <	1 KILT-F	1 KILT-F	1 KMJQ-F	1 KMJQ-F>>	1 KMJQ-F>>
2 KMJQ-F<	2 KMJQ-F>	2 KLOL-F	2 KLOL-F	2 KLOL-F	2 KILT-F<	2 KLOL-F<	2 KODA-F<	2 KILT-F<	2 KKBQ-AF	2 KTRH >>
3 KRBE-F>>	3 KRBE-F<	3 KILT-F	3 KMJQ-F	3 KMJQ-F	3 KODA-F	3 KTRH <	3 KLOL-F	3 KLOL-F	KTRH	3 KILT-F
4	4 KKBQ-AF<	4 KIKK-F	4 KIKK-F	4 KIKK-F	4 KIKK-F	4 KKBQ-AF	4 KIKK-F	4 KKBQ-AF<	4 KRBE-F	4 KIKK-F>>
5	5 KILT-F	5 KKBQ-AF	5 KLTR-F<	5 KODA-F	5 KQUE-F>	5 KMJQ-F	5 KMJQ-F	5 KRBE-F	5 KILT-F	5 KQUE-F<
6	6 KZFX-F	6 KRBE-F<	6 KODA-F	6 KLTR-F	6 KFMK-F	6 KIKK-F>	6 KLTR-F	KODA-F	6 KIKK-F	6 KLOL-F<
7	KIKK-F<	7 KLTR-F	7 KFMK-F	7 KFMK-F	7 KMJQ-F	7 KODA-F	7 KQUE-F	KIKK-F	7 KKHT-F	7 KPRC
8	8 KLTR-F	8 KODA-F<	8 KZFX-F<	8 KTRH <	8 KPRC	8 KRBE-F	8 KKBQ-AF<	8	8	8
9	9	9 KZFX-F	9 KKBQ-AF	9 KZFX-F<	9	9	9 KTRH	9	9	9
10	10	10 KFMK-F	10 KLDE-F	10 KKBQ-AF	10	10	KRBE-F	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KMJQ-F>	1 KMJQ-F>	1 KMJQ-F	1 KMJQ-F	1 KILT-F
2 KRBE-F<	2 KKBQ-AF	2 KLTR-F<	2 KILT-F	2 KMJQ-F
3 KKBQ-AF	3 KILT-F<	3 KILT-F<	3 KKBQ-AF	3 KIKK-F
4 KKHT-F	4 KIKK-F	4 KIKK-F	4 KIKK-F	4 KFMK-F
5 KIKK-F<	5 KRBE-F	5 KKBQ-AF	5 KLTR-F<	5 KLTR-F<
6 KILT-F	6 KLTR-F	6 KZFX-F	6 KFMK-F	6 KKBQ-AF<
7 KLOL-F	7 KZFX-F<	7 KRBE-F<	7 KRBE-F	7 KODA-F>
8	8 KLOL-F	8 KLOL-F	8 KODA-F	8 KLDE-F
9	9 KKHT-F	9 KFMK-F	9 KLOL-F	9
10	10	10 KLDE-F	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KLOL-F	1 KLOL-F>	1 KLOL-F>>	1 KLOL-F>	1 KLOL-F
2 KMJQ-F<	2 KMJQ-F>	2 KMJQ-F	2 KMJQ-F	2 KILT-F
3 KRBE-F>	3 KRBE-F	3 KZFX-F	3 KILT-F>	3 KMJQ-F
4 KKBQ-AF>	4 KZFX-F	4 KILT-F	4 KIKK-F	4 KODA-F<
5 KKHT-F>	KILT-F	5 KLTR-F	5 KZFX-F	5 KIKK-F
6 KILT-F	6 KKBQ-AF	6 KIKK-F	KRBE-F	6 KTRH
7	7 KLTR-F	7 KODA-F	7 KLTR-F	7 KZFX-F
8	8 KIKK-F	8	8 KKBQ-AF<	8 KLTR-F
9	9 KKHT-F	9	9 KODA-F	9 KLDE-F
10	10	10	10 KTRH	10

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP	7 (1)	833 (3)	840 (4)	17.2	16.5
AOR/CLASSIC	30 (1)	566 (2)	596 (3)	12.2	10.9
AC/OLDIES/SOFT ROCK	29 (1)	584 (3)	613 (4)	12.6	14.9
MOR/VARIETY					
COUNTRY	82 (2)	807 (2)	889 (4)	18.2	17.6
BLACK/URBAN	112 (2)	571 (2)	683 (4)	14.0	11.6
BEAUTIFUL/EASY		325 (1)	325 (1)	6.7	5.6
NEWS/TALK	444 (2)		444 (2)	9.1	9.3
NOSTALGIA		209 (1)	209 (1)	4.3	3.7
RELIGION/GOSPEL	39 (1)	66 (1)	105 (2)	2.2	1.6
SPANISH	157 (3)	20 (1)	177 (4)	3.6	7.1
CLASSICAL					0.3
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.7
	900 (13)	3981 (16)	4881 (29)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KEYH	850	Houston	0.6/1.2
KIKK	650	Pasadena	0.6/1.7
KKZR	1070	Houston	0.5/1.8
KNUZ	1230	Houston	0.5/1.3
KQQK-F	106.5	Galveston/Hstn	0.4/1.8
KWWJ	1360	Baytown	0.7/2.0

AM STATIONS

KCOH, 1430, 1 KW (DAYS)	, BLACK	SBN, NBN, $ 48.00 (Roslin)		Mike Petrizzo
KEYH, 850, 10 KW (DAYS, DA)	, HISPANIC	, $ 49.00 (Caballero)		Dave Armstrong
KIKK, 650, 250 W (DAYS)	, COUNTRY	, $ N/A (Torbet)	Viacom	Craig Magee
KILT, 610, 5 KW (DA-2)	, COUNTRY OLDIES	, $ N/A (Banner)	Legacy	Dickie Rosenfeld
KKZR, 1070, 10 KW/5 KW (DA-2)	, AOR	SMN, $ 36.00 (Durpetti)	Susquehanna	Sandy Gamblin
KLAT, 1010, 5 KW (DA-2)	, HISPANIC	, $ 75.00 (Katz Hisp.)		Gary Stone
KPRC, 950, 5 KW (DA-N)	, TALK	CBS, $ 90.00 (Eastman)		Harry Schultz
KTRH, 740, 50 KW (DA-1)	, NEWS/TALK	ABC I, MBS, $ 168.00 (CBS)	Rusk	Laura Morris
KXYZ, 1320, 5 KW (DA-N)	, HISPANIC	, $ 64.00 (Caballero)	Infinity	Hugo Cadelago
KYOK, 1590, 5 KW (DA-N)	, BLACK	SMN, ABC C, $ 54.00 (Christal)	Noble	Monte Lang

FM STATIONS

KFMK, 97.9, 95 KW @ 1900, AC	, $ 190.00 (Katz)	Cook Inlet	Jim Bell
KHCB, 105.7, 100 KW @ 1594, RELIGION	, $ 30.00 (---)		Peter Steigerwal
KIKK, 95.7, 95 KW @ 1895, COUNTRY	, $ 215.00 (Torbet)	Viacom	Craig Magee
KILT, 100.3, 95 KW @ 1895, COUNTRY	, $ 195.00 (Banner)	Legacy	Dicki Rosenfeld
KKBQ, 92.9, 97 KW @ 1895, CHR	ABC F, $ 174.00 (Mc-Guild)	Gannett	Al Brady Law
KKHT, 96.5, 97 KW @ 1895, CHR/URBAN	ABC R, $ 125.00 (HNWH)	Emmis	Susan Hoffman
KLDE, 94.5, 95 KW @ 1895, OLDIES	US 1, $ 100.00 (Durpetti)	Entercom	Steve Shepard
KLOL, 101.1, 95 KW @ 1895, AOR	SOURCE, $ 167.00 (CBS)	Rusk	Pat Fant
KLTR, 93.7, 100 KW @ 1700, AC	RADRAD, $ 100.00 (CBS)	CBS	Miles Sexton
KMJQ, 102.1, 100 KW @ 1700, BLACK	, $ 204.00 (Christal)	Noble	Monte Lang
KODA, 99.1, 95 KW @ 1895, EZ	, $ 184.00 (Group W)	Westinghouse	Dusty Black
KQUE, 102.9, 100 KW @ 959, NOSTALGIA	ABC E, $ 90.00 (Eastman)		David Morris
KRBE, 104.1, 95 KW @ 1895, CHR	, $ 170.00 (Durpetti)	Susquehanna	Sandy Gamblin
KZFX, 107.5, 95 KW @ 1947, CLASSIC AOR	, $ 150.00 (Republic)	Shamrock	John Dew
KJOJ, 106.9, 90 KW @ 1446, RELIGION	, $ 23.00 (---)	Swaggert	(CONROE)

KHYS -- See Beaumont

CALL LETTER CHANGES

FORMAT CHANGES

KKHT-F changes from AC to CHR/URBAN (May)

STATION SALES

KODA-F sold by Westinghouse to Sillerman for $22,000,000 KJOJ-F (Conroe) sold by Swaggert to Ragan Henry for $9,000,000 (Crisler & Sailors).

HUNTINGTON, WV

Arbitron Rank/Pop (12+): 128/273,100

MSA Rank/Pop: 147/323,400
ADI #53 (w/Charleston)
Average Person Ratings: 15.9
Market TSL: 21.0 hours

Stations: 16/12
Diaries: 807/338:1/61.5%
Sample Target: 680
% Below Line: 1.4
% Not Listed: 12.7

1988 Revenue: $5,900,000
HH Inc.: $25,239
Retail $: 2.1 Bil
Pop per Station: 22,758
#1 Biller: WTCR-AF $1,800,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WTCR-AF (C)	128/29.6	30.3	31.7	26.1	25.8	----	163/1505	1119/41.0	40.0	35.9	113	31.8	133	1317	WTCR-AF
2. WKEE-F (CHR)	81/18.7	18.2	27.1	22.7	27.5	----	119/1464	939/34.4	43.7	40.7	52	27.9	127	875	WKEE-F
3. WRVC-F (AC)	52/12.0	9.2	6.5	8.8	9.1	----	89/1267	653/23.9	22.2	18.7	152	7.2	33	455	WRVC-F
4. WKLC-F (AOR)	25/ 5.8	4.7	5.3	7.0	3.7	----	65/869	388/14.2	12.5	9.5	110				WKLC-F
5. WEMM-F (REL)	20/ 4.6	6.2	3.5	4.5	4.0	----	32/521	276/10.1	9.1	9.8	120	3.9	18	260	WEMM-F
6. WAEZ-F (EZ)	19/ 4.4	3.6	3.9	1.1	4.0	----	22/216	179/ 6.6	5.5	4.5	57	0.4	2	63	WAEZ-F
7. WKEE (AC)	14/ 3.2	1.7	2.5	2.7	4.4	----	14/235	208/ 7.6	7.6	10.4	119	2.4	11	146	WKEE
8. WRVC (AC)	11/ 2.5	0.9	2.8	1.9	3.0	----	13/209	196/ 7.2	6.5	11.3	84	0.4	2	58	WRVC
9. WPAY-F (C)	10/ 2.3	3.3	2.1	2.1	3.3	----	54/692	177/ 6.5	8.1	8.7	74	2.2	10	230	WPAY-F
10.															

12+ FM SHARE (METRO): **88.62%** (335 of 378) (SPG 88: 86.99%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKEE-F>>	1 WKEE-F	1 WTCR-AF>	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF>>	1 WKEE-F>	1 WTCR-F
2 WTCR-AF>>	2 WRVC-F	2 WKEE-F<	2 WRVC-F>	2 WRVC-F>	2 WAEZ-F	2 WKEE-F	2 WRVC-F	2 WKEE-F	2 WTCR-AF>	2 WKEE-F
3	3 WTCR-AF>	3 WRVC-F>>	3 WKEE-F>	3 WKEE-F>	3 WRVC-F	3 WRVC-F>>	3 WKEE-F>>	3 WRVC-F>>	3 WRVC-F>	3 WRVC-F
4	4 WKLC-F>>	4 WKLC-F>>	4 WKLC-F	4 WKLC-F	4 WKEE-F	4	4	4	4 WKLC-F	4 WAEZ-F
5	5	5	5	5	5 WEMM-F	5	5	5	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WKEE-F>>	1 WKEE-F	1 WTCR-AF	1 WTCR-AF	1 WTCR-AF>>
2 WRVC-F	2 WRVC-F	WRVC-F>>	2 WKEE-F	2 WRVC-F
3 WTCR-AF>>	3 WTCR-AF>>	3 WKEE-F>>	3 WRVC-F>>	3 WKEE-F>>
4	4	4	4	4

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKEE-F>>	1 WKLC-F	1 WRVC-F	1 WTCR-AF>>	1 WTCR-AF>>
2 WKLC-F>	WKEE-F	2 WKLC-F	2 WRVC-F	2 WRVC-F>
3 WTCR-AF>>	3 WRVC-F	3 WTCR-AF>>	3 WKEE-F	3 WKLC-F
4	4 WTCR-AF>>	4	4 WKLC-F>>	4

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		81 (1)	81 (1)	21.4	29.8
AOR/CLASSIC		25 (1)	25 (1)	6.6	5.9
AC/OLDIES/SOFT ROCK	25 (2)	52 (1)	77 (3)	20.4	13.5
MOR/VARIETY	2 (1)	3 (1)	5 (2)	1.3	1.5
COUNTRY	13 (2)	132 (3)	145 (5)	38.4	39.8
BLACK/URBAN					
BEAUTIFUL/EASY		22 (2)	22 (2)	5.8	5.6
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL		20 (1)	20 (1)	5.3	3.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	3 (1)		3 (1)	0.8	
	43 (6)	335 (10)	378 (16)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGOH	1370	Grayson	0.7/1.9
WIRO	1230	Ironton	0.7/3.6
WLGC-F	105.5	Grenup	0.7/3.0
WMLV-F	107.1	Ironton	0.7/3.0
WKAZ	1300	St. Albans	
WLW	700	Cincinnati	0.5/2.4
WQBE-F	97.5	Charleston	0.9/2.3

RADIO STATIONS

WKEE, 800, 5 KW/185 W (DA-2) , OLDIES	CBS, $ 15.00 (Katz)		Toufie Kassab
WTCR, 1420, 5 KW/500 W (DA-N) , SEE WTCR-F			---
WRVC, 930, 5 KW/1 KW , AC	ABC F, $ 11.00 (Banner)		Earle Buck
WAEZ-F, 106.3, 300 W @ 981, BTFL/EZ	US 2, MBS, $ 10.00 (---)	(MILTON)	Brenda Peters
WEMM-F, 107.9, 50 KW @ 500, RELIGION	IND, $ 16.00 (---)	Mortenson	Roger Manning
WKEE-F, 100.5, 53 KW @ 560, CHR	ABC C, $ 41.00 (Katz)		Toufie Kassab
WMLV-F, 107.1, 3 KW @ 125, BTFL/EZ	MBS, $ 12.00 (Regional)	(IRONTON, OH)	Rose Auble
WRVC-F, 93.7, 100 KW @ 741, AC	ABC F, $ 28.00 (Banner)		Earle Buck
WTCR-F, 103.3, 50 KW @ 500, COUNTRY	ABC I, $ 48.00 (Katz)	CRB	Mark Jesse
WPAY-F, 104.1, 100 KW @ 840, COUNTRY/GOSPEL	US 2, $ 12.00 (Regional)	(PORTSMOUTH, OH)	Zeke Mullins

WKLC -- See Charleston

HUNTSVILLE

Arbitron Rank/Pop (12+): 115/325,500

MSA Rank/Pop: 177/244,200
ADI # 81
Average Person Ratings: 14.8
Market TSL: 20.25 hours

Stations: 15/12
Diaries: 688/473:1/55.4%
Sample Target: 690
% Below Line: 1.7
% Not Listed: 12.7

1988 Revenue: $8,600,600
HH Inc.: $25,239
Retail $: 2.1 Bil
Pop per Station: 27,125
#1 Biller: WZYP-F $2,000,000

12+ METRO		1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WDRM-AF	(C)	108/22.4	12.6	16.9	----	15.2	----	153/1535	936/28.8	26.0	24.2	117				WDRM-AF
2. WZYP-F	(CHR)	93/19.3	23.3	21.7	----	20.7	----	142/1901	1130/34.7	36.9	37.3	85				WZYP-F
3. WAHR-F	(AC)	44/ 9.1	5.9	5.2	----	7.3	----	57/690	554/17.0	12.4	15.1	119				WAHR-F
4. WRSA-F	(EZ)	33/ 6.8	9.1	8.8	----	10.1	----	49/675	419/12.9	18.9	18.1	88				WRSA-F
5. WENN-F	(B)	27/ 5.6	7.1	8.1	----	5.9	----	43/500	360/11.1	10.4	9.1	73				WENN-F
6. WBHP	(C)	23/ 4.8	5.1	7.5	----	9.0	----	23/318	308/ 9.5	13.9	17.9	85				WBHP
7. WEUP	(B)	19/ 3.9	2.6	4.0	----	3.3	----	19/287	284/ 8.7	8.5	8.2	115				WEUP
8. WTAK	(AOR)	18/ 3.7	5.9	6.7	----	1.5	----	19/168	153/ 4.7	8.1	4.5	100				WTAK
9.																
10.																

12+ FM SHARE (METRO): 79.33% (334 of 421) (SPG 88: 69.51%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZYP-F>>	1 WZYP-F>	1 WDRM-AF<	1 WDRM-AF>	1 WDRM-AF>	1 WDRM-AF>>	1 WDRM-AF	1 WDRM-AF>	1 WDRM-AF	1 WZYP-F>	1 WDRM-F>>
2 WENN-F	2 WDRM-AF	2 WZYP-F>	2 WZYP-F>	2 WZYP-F>	2 WRSA-F	2 WZYP-F>>	2 WZYP-F>	2 WZYP-F>>	2 WDRM-AF	2 WZYP-F
3 WDRM-AF>>	3 WAHR-F>	3 WAHR-F>	3 WAHR-F>>	3 WAHR-F>	3 WZYP-F	3 WAHR-F	3 WAHR-F>	3 WAHR-F>	3 WENN-F>>	3 WENN-F>
4	4 WTAK >	4 WENN-F	4 WEUP	4 WRSA-F	4 WBHP	4 WRSA-F	4 WRSA-F>	4 WENN-F<	4 WAHR-F	4 WVNN
5	5 WENN-F	5	5 WENN-F	5	5 WAHR-F	5 WBHP	5 WBHP	5 WRSA-F>	5 WRSA-F	5
6	WKQD-F	6	6 WRSA-F	6	6 WEUP	6 WENN-F	6 WTAK	6 WBHP	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZYP-F	1 WZYP-F>	1 WDRM-AF	1 WZYP-F<	1 WDRM-AF>	1 WZYP-F>	1 WZYP-F>	1 WDRM-AF>	1 WDRM-AF	1 WDRM-AF>>
2 WAHR-F	2 WDRM-AF	2 WZYP-F>>	2 WDRM-AF>	2 WZYP-F>	2 WTAK >	2 WDRM-AF	2 WZYP-F	2 WZYP-F>>	2 WZYP-F>
3 WENN-F>>	3 WAHR-F>>	3 WAHR-F>>	3 WAHR-F>	3 WAHR-F>	3 WKQD-F>	WTAK >	3 WAHR-F	3 WAHR-F	3 WAHR-F>
4	4 WENN-F>	4	4 WENN-F	4 WEUP	4 WAHR-F>	4 WAHR-F	4 WTAK	4 WTAK >	4 WTAX
5	5 WKQD-F	5	5 WEUP >>	5 WRSA-F	5 WDRM-AF	5 WKQD-F	5 WBHP >>	5 WKQD-F	WRSA-F
6	6	6	6	6	WENN-F>>	6	6	6	WBHP

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		93 (1)	93 (1)	22.1	23.8
AOR/CLASSIC	18 (1)		18 (1)	4.3	7.2
AC/OLDIES/SOFT ROCK		67 (3)	67 (3)	15.9	8.5
MOR/VARIETY					
COUNTRY	42 (3)	110 (2)	152 (5)	36.1	32.7
BLACK/URBAN	19 (1)	27 (1)	46 (2)	10.9	13.0
BEAUTIFUL/EASY		33 (1)	33 (1)	7.8	9.4
NEWS/TALK					
NOSTALGIA	8 (1)		8 (1)	1.9	1.6
RELIGION/GOSPEL		4 (1)	4 (1)	1.0	3.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.4
	87 (6)	334 (9)	421 (15)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDKT	730	Madison/Hntsvl	2.7/7.0
WFIX	1450	Huntsville	1.7/3.3
WKQD-F	93.3	Tullahoma	3.5/11.3
WNDA-F	95.1	Huntsville	0.8/5.1
WVNN	770	Athens/Hntsvile	1.2/5.5
WQLT-F	107.3	Florence/MusSho	1.2/4.7
WQSB-F	105.1	Albertville	0.4/1.5

RADIO STATIONS

WBHP, 1230, 1 KW , COUNTRY	ABC I, $ 30.00 (Katz)		W. Polland
WDKT, 1360, 1 KW/128 W , COUNTRY	, $ 13.00 (---)		Wayne Steele
WEUP, 1600, 5 KW/500 W (DA-N) , BLACK	SBN, $ 12.00 (---)		Leroy Garrett
WTAK, 1600, 10 KW (DAYS, DA) , AOR	ABC R, $ 15.00 (---)		Virginia Griffith
WAHR-F, 99.1, 100 KW @ 540, AC	NBC, $ 30.00 (Torbet)		Arnold Hornbuckle
WDRM-F, 102.1, 100 KW @ 727, COUNTRY	, $ 50.00 (HNWH)	(DECATUR)	Mack Bramlett
WKQD-F, 93.3, 100 KW @ 990, AC	, $ 16.00 (---)	(TULLAHOMA, TN)	Ron Hale
WRSA-F, 96.9, 100 KW @ 830, BTFL/EZ	CBS, $ 20.00 (---)		Paul Nilson
WZYP-F, 104.3, 100 KW @ 1118, CHR	ABC C, $ 50.00 (Christal)	(ATHENS)	Bill Bunnavant

WENN -- See Birmingham MISCELLANEOUS COMMENTS: WJMW changes calls to WVNN (Sept.)...WAAY sold for $600,000.

INDIANAPOLIS

Arbitron Rank/Pop (12+): 37/1009100

MSA Rank/Pop: 40/1232600
ADI # 25
Average Person Ratings: 17.7
Market TSL: 23.5 hours

Stations: 20/19
Diaries: 1719/587:1/55.7%
Sample Target: 1500
% Below Line: 0.5
% Not Listed: 6.3

1988 Revenue: $46,500,000
HH Inc.: $34,011
Retail $: 9.6 Bil
Pop per Station: 53,110
#1 Biller: WIBC $9,300,000

12+ METRO		1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WFBQ-F	(AOR)	278/15.6	14.9	14.5	13.8	14.9	14.7	477/4877	2736/27.1	26.4	25.1	117	22.5	411	3824	WFBQ-F
2. WIBC	(MOR)	221/12.4	11.1	14.3	13.9	13.1	12.9	240/2880	2373/23.5	24.0	24.8	73	10.5	192	1925	WIBC
3. WFMS-F	(C)	202/11.3	12.3	9.0	11.4	10.3	11.0	306/3139	1982/19.6	18.7	19.7	106	9.9	180	2277	WFMS-F
4. WZPL-F	(CHR)	174/ 9.7	8.8	9.2	10.2	12.2	9.5	272/4123	2759/27.3	23.4	24.7	63	12.2	222	3013	WZPL-F
5. WKLR-F	(O)	151/ 8.5	8.0	6.9	6.6	4.3	7.5	221/3059	1953/19.4	17.0	13.6	155	5.2	95	1623	WKLR-F
6. WENS-F	(AC)	131/ 7.3	6.6	7.1	6.7	8.4	6.9	162/2578	1948/19.3	19.6	18.3	111	6.7	122	1814	WENS-F
7. WTLC-F	(B)	124/ 6.9	6.8	6.3	8.8	7.7	7.2	131/1339	1252/12.4	13.7	12.3	123	7.7	141	1769	WTLC-F
8. WXTZ-F	(EZ)	115/ 6.4	8.6	9.1	7.6	8.6	7.9	157/2251	1470/14.6	17.0	14.9	87	4.4	81	1248	WXTZ-F
9. WTPI-F	(AC)	59/ 3.3	3.9	4.6	3.4	4.4	3.8	67/1167	899/ 8.9	11.2	9.8	152	4.1	74	1136	WTPI-F
10. WTUX	(B3)	52/ 2.9	3.2	3.2	3.6	2.4	3.2	59/639	544/ 5.4	7.0	5.1	14	1.2	22	392	WTUX
11. WPZZ-F	(B)	35/ 2.0	1.9	2.2	1.4	0.4	1.9	35/534	534/ 5.3	5.7	1.8	60	3.6	66	1145	WPZZ-F
12. WIRE	(C)	26/ 1.5	1.0	1.6	2.0	1.8	1.5	27/551	443/ 4.4	6.1	4.9	53	1.2	21	478	WIRE
13. WTTS-F	(CHR)	18/ 1.0	1.0	0.5	1.2	0.4	0.9	58/1325	591/ 5.9	3.9	3.1	120	1.6	30	493	WTTS-F
14. WGRT	(REL)	16/ 0.9	0.9	0.5	0.8	1.2	0.8	16/162	162/ 1.6	0.9	2.0	144	0.8	15	159	WGRT
15. WSYW-F	(CL)	15/ 0.8	1.0	0.0	0.0	0.0	0.4	15/214	214/ 2.1	0.0	0.0	112	0.9	17	157	WSYW-F
WNDE	(N/T)	15/ 0.8	0.3	0.6	0.6	1.5	0.6	17/474	376/ 3.7	4.1	4.8	100	0.6	11	273	WNDE
17.																
18.																
19.																
20.																

12+ FM SHARE (METRO): 79.75% (1335 of 1674) (SPG 88: 76.66%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZPL-F>>	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>	1 WFBQ-F>	1 WIBC >	1 WFBQ-F	1 WFBQ-F>	1 WFBQ-F>	1 WZPL-F	1 WIBC >>
2 WFBQ-F	2 WZPL-F	2 WKLR-F	2 WKLR-F	2 WKLR-F	2 WFMS-F	2 WIBC >	2 WFMS-F	2 WFMS-F	2 WFBQ-F	2 WTLC-F
WENS-F>	3 WENS-F	3 WFMS-F<	3 WFMS-F	3 WFMS-F	3 WXTZ-F	3 WFMS-F>	3 WKLR-F<	3 WZPL-F	3 WTLC-F	3 WFBQ-F
4 WTLC-F>>	4 WFMS-F<	4 WZPL-F	4 WTLC-F	4 WIBC	4 WKLR-F>	4 WZPL-F	4 WIBC	4 WKLR-F	4 WENS-F	4 WFMS-F>
5	5 WTLC-F	5 WENS-F	WENS-F	5 WTLC-F	5 WTUX	WKLR-F	5 WENS-F	WIBC	5 WFMS-F	5 WENS-F
6	6 WKLR-F	6 WTLC-F>	6 WIBC	6 WENS-F	6 WFBQ-F<	6 WENS-F	6 WZPL-F	6 WENS-F	6 WIBC	6 WZPL-F>
7		7 WIBC	7 WZPL-F	7 WZPL-F	7 WTLC-F<	7 WTLC-F	7 WXTZ-F	7 WTLC-F	7 WKLR-F	7 WKLR-F
				8 WXTZ-F	8 WENS-F	8 WXTZ-F	8 WTLC-F	8 WXTZ-F		
				9 WTPI-F>>						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WZPL-F	1 WFBQ-F	1 WFBQ-F	1 WFBQ-F	1 WFMS-F
2 WFBQ-F>>	2 WZPL-F<	2 WENS-F>	2 WENS-F<	2 WKLR-F
3 WENS-F	3 WENS-F>	3 WTLC-F<	3 WZPL-F<	3 WFBQ-F
4 WTLC-F	4 WTLC-F	4 WFMS-F	4 WKLR-F	WENS-F
5 WFMS-F	5 WFMS-F	5 WKLR-F	WFMS-F	5 WIBC
6 WPZZ-F	6 WKLR-F>	6 WZPL-F	6 WTLC-F>	6 WTLC-F
	7 WTPI-F	WTPI-F>>	7 WIBC	7 WXTZ-F
			8 WXTZ-F	8 WZPL-F
				9 WTPI-F>>

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>>
2 WZPL-F>	2 WZPL-F	2 WFMS-F	2 WKLR-F	2 WKLR-F
3 WENS-F	3 WFMS-F	3 WKLR-F	3 WFMS-F	3 WFMS-F>
4 WTLC-F	4 WTLC-F	4 WTLC-F	4 WZPL-F	4 WIBC
5 WFMS-F	5 WKLR-F	5 WZPL-F	5 WTLC-F	5 WTLC-F
	6 WENS-F>>		6 WENS-F	6 WZPL-F
			7 WIBC	7 WENS-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		192 (2)	192 (2)	11.5	12.9
AOR/CLASSIC		278 (1)	278 (1)	16.6	15.8
AC/OLDIES/SOFT ROCK		341 (3)	341 (3)	20.4	20.4
MOR/VARIETY	230 (2)		230 (2)	13.7	15.2
COUNTRY	26 (1)	222 (3)	248 (4)	14.8	13.3
BLACK/URBAN		159 (2)	159 (2)	9.5	8.6
BEAUTIFUL/EASY		115 (1)	115 (1)	6.9	9.2
NEWS/TALK	15 (1)		15 (1)	0.9	
NOSTALGIA	52 (1)		52 (1)	3.1	2.5
RELIGION/GOSPEL	16 (1)	13 (1)	29 (2)	1.7	2.0
SPANISH					
CLASSICAL		15 (1)	15 (1)	0.9	
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	339 (6)	1335 (14)	1674 (20)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBCI-F	100.9	Lebanon	0.6/1.0
WCBK-F	102.3	Martinsville	0.5/1.4
WXIR-F	98.3	Plainfield/Indy	0.7/3.2
WLW	700	Cincinnati	0.5/2.1

AM STATIONS

WGRT,	810,	250 W (DAYS)	, GOSPEL	SBN,	$ 18.00	(---)	Universal	Perry Broadnax
WIBC,	1070,	50 KW/10 KW (DA-2),	MOR	NBC, TNLKNT,	$ 140.00	(Durpetti)	Sconnix	Roy Cooper
WIRE,	1430,	5 KW (DA-N)	, COUNTRY	ABC I,	$ 40.00	(Christal)	ML/WIN	Ken Brown
WNDE,	1260,	5 KW (DA-N)	, TALK	US 2,	$ 34.00	(Katz)	Great American	Chris Wheat
WNTS,	1590,	5 KW/500 W (DA-2),	RELIGION		$ 20.00	(---)		James Wilson
WTUX,	1310,	5 KW/1 KW (DA-2)	, NOSTALGIA	CBS,	$ 43.00	(MMR)	Panache	Al Hobbs

FM STATIONS

WENS,	97.1,	23 KW @ 739,	AC	,	$ 107.00	(Mc-Guild)	Emmis	Christine Woodwar
WFMS,	95.5,	13 KW @ 990,	COUNTRY	,	$ 116.00	(Eastman)	Susquehanna	Nancy Vaeth
WKLR,	93.1,	12 KW @ 1000,	OLDIES	,	$ 100.00	(Durpetti)	Sconnix	Roy Cooper
WFBQ,	94.7,	52 KW @ 850,	AOR	SOURCE,	$ 163.00	(Katz)	Great American	Chris Wheat
WPZZ,	95.9,	3 KW @ 300,	BLACK	SBN,	$ 16.00	(Regional)	Willis (FRANKLIN)	Lee Jackson
WSYW,	107.1,	1 KW @ 500,	CLASSICAL	UPI,	$ 25.00	(CMBS)	Universal (DANVILLE)	Stephen Ross
WTLC,	105.7,	50 KW @ 445,	BLACK	,	$ 70.00	(MMR)	Panache	Al Hobbs
WTPI,	107.9,	22 KW @ 750,	SOFT AC	,	$ 56.00	(Eastman)	Somerset	John Patton
WXIR,	96.3,	3 KW @ 296,	RELIGION	,	$ 15.00	(---)	(PLAINFIELD)	Gary Arnold
WXTZ,	103.3,	18 KW @ 860,	EZ	ABC E,	$ 80.00	(Christal)	ML/WIN	Ken Brown
WZPL,	99.5,	13 KW @ 900,	CHR	APR,	$ 90.00	(HNWH)	Booth	Roger Ingram
WTTS,	92.3,	37 KW @ 1091,	CHR	,	$ 30.00	(Republic)	Sarkes Tarzian (BLOOMINGTON)	Geoff Vargo

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

JACKSON, MS

Arbitron Rank/Pop (12+): 112/325,300	Stations: 19/19	1988 Revenue: $11,500,000
	Diaries: 721/451:1/51.3%	HH Inc.: $29,741
MSA Rank/Pop: 118/397,300	Sample Target: 700	Retail $: 2.6 Bil
ADI # 85	% Below Line: 0.0	Pop per Station: 17,121
Average Person Ratings: 19.4	% Not Listed: 15.4	#1 Biller: WMSI-F $2,800,000
Market TSL: 25.25 hours		

12+ METRO		1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WJMI-F	(B)	105/16.6	----	17.8	----	18.1	----	184/1760	942/29.0	28.8	27.7	94	20.8	126	1035	WJMI-F
2. WMSI-F	(C)	99/15.7	----	14.2	----	14.3	----	217/2108	889/27.3	26.9	25.6	124	16.2	98	983	WMSI-F
3. WTYX-F	(CHR)	49/ 7.8	----	8.8	----	9.2	----	94/1313	712/21.9	22.7	23.0	87	8.3	50	713	WTYX-F
4. WKXI	(B)	35/ 5.5	----	5.4	----	8.0	----	36/570	546/16.8	15.6	19.0	113	4.5	27	524	WKXI
5. WMJW-F	(AC)	34/ 5.4	----	2.2	----	----	----	69/674	400/12.3	4.3	0.0	157	3.8	23	221	WMJW-F
6. WOAD	(REL)	33/ 5.2	----	8.1	----	10.2	----	33/439	439/13.5	18.5	16.1	104	8.3	50	546	WOAD
7. WOHT-F	(CHR)	27/ 4.3	----	5.9	----	5.5	----	34/631	436/13.4	13.8	13.7	58	5.5	33	410	WOHT-F
8. WSLI-F	(AC)	25/ 4.0	----	7.5	----	4.8	----	47/814	421/12.9	18.7	14.8	113	3.0	18	423	WSLI-F
WLIN-F	(EZ)	25/ 4.0	----	----	----	1.2	----	28/473	418/12.8	0.0	4.3	77	3.1	19	250	WLIN-F
10. WJNT	(N/T)	22/ 3.5	----	2.2	----	1.4	----	22/237	218/ 6.7	5.3	3.6	49	2.8	17	304	WJNT
11. WSTZ-F	(AOR)	15/ 2.4	----	6.8	----	6.8	----	17/259	226/ 6.9	11.9	13.3	104	4.3	26	393	WSTZ-F
12. WMGO	(REL)	13/ 2.1	----	1.3	----	2.4	----	13/100	100/ 3.1	1.8	4.3	52				WMGO
WJDX	(MOR)	13/ 2.1	----	3.1	----	3.8	----	14/331	283/ 8.7	8.9	10.7	95	2.5	15	245	WJDX
14. WSLI	(C)	12/ 1.9	----	1.6	----	2.9	----	14/265	222/ 6.8	7.2	7.5	42	1.0	6	132	WSLI
15.																

12+ FM SHARE (METRO): 73.03% (390 of 534) (SPG 88: 73.90%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJMI-F	1 WJMI-F>	1 WJMI-F	1 WMSI-F	1 WMSI-F	1 WMSI-F>>	1 WMSI-F>	1 WMSI-F>	1 WMSI-F	1 WJMI-F>>	1 WJMI-F>>
2 WTYX-F>	2 WMSI-F	2 WMSI-F>	2 WJMI-F>	2 WJMI-F>	2 WJMI-F	2 WJMI-F>	2 WJMI-F>	2 WJMI-F>	2 WTYX-F	2 WMSI-F>
3 WOHT-F>>	3 WTYX-F>	3 WTYX-F	3 WMJW-F	3 WMJW-F	3 WLIN-F	3 WTYX-F	3 WTYX-F	3 WTYX-F>	WMSI-F>	3 WJNT
4	4 WKXI	4 WMJW-F	4 WTYX-F	4 WTYX-F	4 WJNT	4 WKXI	4 WMJW-F	4 WMJW-F	4 WOHT-F	4 WKXI >>
	5 WOHT-F	5 WKXI	5 WKXI	5 WKXI	5 WMJW-F	5 WOAD <	5 WOAD	5 WKXI	WLIN-F	
						6 WMJW-F	WLIN-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJMI-F>>	1 WJMI-F>	1 WMSI-F	1 WJMI-F	1 WMSI-F>	1 WJMI-F>>	1 WJMI-F>>	1 WJMI-F	1 WJMI-F>	1 WMSI-F
2 WOKJ	2 WMSI-F>	2 WJMI-F>	2 WMSI-F>	2 WJMI-F>	2 WTYX-F	2 WTYX-F	2 WMSI-F	2 WMSI-F>	2 WJMI-F>>
3 WTYX-F	3 WTYX-F	3 WTYX-F	3 WTYX-F	3 WMJW-F	WKXI >>	WMSI-F>	3 WTYX-F>>	3 WTYX-F	3 WMJW-F
4 WSLI-F	4 WSLI-F	4 WSLI-F	WMJW-F	4 WKXI	4 WSTZ-F	4 WKXI		4 WMJW-F	4 WTYX-F
WOHT-F	5 WOAD	WOAD	5 WSLI-F	5 WTYX-F	WOHT-F	5 WSTZ-F		5 WKXI	
WMSI-F		WMJW-F	WKXI	WSLI-F	WMSI-F>>	WOHT-F			
				WOAD >>					

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		76 (2)	76 (2)	14.2	9.8
AOR/CLASSIC	5 (1)	15 (1)	20 (2)	3.7	10.2
AC/OLDIES/SOFT ROCK		59 (2)	59 (2)	11.0	13.3
MOR/VARIETY	13 (1)		13 (1)	2.4	3.4
COUNTRY	20 (2)	101 (2)	121 (4)	22.7	15.9
BLACK/URBAN	35 (1)	105 (1)	140 (2)	26.2	26.9
BEAUTIFUL/EASY		25 (1)	25 (1)	4.7	6.6
NEWS/TALK	22 (1)		22 (1)	4.1	2.4
NOSTALGIA					
RELIGION/GOSPEL	49 (3)	9 (1)	58 (4)	10.9	11.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.4
	144 (9)	390 (10)	534 (19)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WHJT-F	93.5	Clinton/Jackson	1.4/3.6
WIIN-F	98.7	Vicksburg	0.3/2.6
WJXN	1450	Jackson	0.5/1.5
WOKJ	1550	Jackson	1.3/3.5
WZRX	1590	Jackson	0.8/2.8

RADIO STATIONS

WJDX, 620, 5 KW/1 KW (DA-N) , MOR	ABC D, $	17.00 (Christal)			Ken Windham
WJNT, 1180, 50 KW/5 KW (DA-2) , TALK	NBC, TRNSTR, $	14.00 (---)		(PEARL)	Jim McAllily
WKXI, 1300, 5 KW/1 KW , BLACK	SBN, $	15.00 (Banner)	Love		Bob O'Brien
WMGO, 1370, 1 KW (DAYS) , GOSPEL	, $	6.00 (Bunchez)		(CANTON)	Michael McCulloc
WOAD, 1400, 1 KW , GOSPEL	NBN, $	16.00 (Durpetti)	Holt		Carl Haynes
WSLI, 930, 5 KW (DA-N) , COUNTRY	CBS, $	N/A (Eastman)			B. Imbragulio
WJMI-F, 99.7, 100 KW @ 1060, BLACK	ABC F, CBS, $	44.00 (Durpetti)	Holt		Carl Haynes
WLIN-F, 101.7, 3 KW @ 300, BTFL/EZ	, $	15.00 (K & P)		(GLUCKSTADT)	Milt Rogers
WMJW-F, 107.5, 100 KW @ 960, AC	, $	15.00 (Republic)		(MAGEE)	Craig Scott
WMSI-F, 102.9, 100 KW @ 1800, COUNTRY	ABC E, $	60.00 (Christal)			Ken Windham
WOHT-F, 95.5, 100 KW @ 1060, CHR	MBS, $	23.00 (HNWH)			Lewis Hopper
WSLI-F, 96.3, 100 KW @ 1450, AC	, $	33.00 (Eastman)			B. Imbragulio
WSTZ-F, 106.7, 100 KW @ 1050, AOR	NBC, $	35.00 (HNWH)	Lewis	(VICKSBURG)	

MISCELLANEOUS COMMENTS: WLIN-F changes calls to WOHT (Feb.)...WOHT changes from BTFL to CHR (Feb.)...WEQZ-F changes calls to WLIN (March)...WLIN-F changes to BTFL/EZ...WOAD sold to Holt for $450,000...WOKJ sold by Holt for $100,000...WLIN-F sold for $2,400,000 (Chapman).

JACKSONVILLE

Arbitron Rank/Pop (12+): 52/759,500	Stations: 28/24	1988 Revenue: $22,500,000
	Diaries: 1212/627:1/53.1%	HH Inc.: $30,862
MSA Rank/Pop: 59/894,200	Sample Target: 1000	Retail $: 5.9 Bil
ADI # 57	% Below Line: 2.2	Pop per Station: 31,645
Average Person Ratings: 15.7	% Not Listed: 18.0	#1 Biller: WAPE-AF $4,300,000
Market TSL: 21.25 hours		

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WAPE-AF (CHR)	168/14.1	15.9	15.4	17.2	18.7	15.7	191/2642	2143/28.2	30.7	30.3	73	19.7	272	2461	WAPE-AF
2. WQIK-F (C)	145/12.2	10.8	9.7	10.5	10.9	10.8	213/1981	1470/19.4	19.6	18.5	118	12.2	170	1523	WQIK-F
3. WFYV-F (AOR)	99/ 8.3	8.3	11.2	10.3	7.5	9.5	104/1224	1100/14.5	19.0	13.0	130	8.7	122	1506	WFYV-F
4. WEJZ-F (AC)	75/ 6.3	6.4	3.7	4.1	3.4	5.1	79/1148	1033/13.6	8.7	9.1	133	4.9	69	884	WEJZ-F
5. WPDQ-F (B)	73/ 6.1	5.6	6.7	7.4	5.8	6.4	73/830	816/10.7	11.1	11.3	79	8.3	116	1223	WPDQ-F
6. WAIV-F (AC)	71/ 6.0	5.5	7.7	6.7	8.7	6.5	81/1319	1187/15.6	18.6	20.0	128	3.8	53	943	WAIV-F
7. WIVY-F (AC)	64/ 5.4	5.4	6.5	8.5	6.2	6.4	83/1265	1135/14.9	19.4	16.3	139	5.6	122	1506	WIVY-F
8. WCRJ-F (C)	44/ 3.7	4.7	6.1	4.2	7.1	4.7	54/811	726/ 9.6	12.7	12.4	105	5.6	78	914	WCRJ-F
9. WZAZ (B)	37/ 3.1	3.8	3.0	2.4	2.3	3.1	37/458	458/ 6.0	5.9	4.9	123	2.2	31	347	WZAZ
WOKV (N/T)	37/ 3.1	3.0	2.3	4.0	3.0	3.1	37/514	508/ 6.7	7.0	7.3	77	2.6	36	433	WOKV
11. WIOI-F (AOR)	28/ 2.3	2.3	0.0	0.0	0.0	1.1	33/547	484/ 6.4	0.0	0.0	130	5.4	75	682	WIOI-F
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 81.80% (800 of 978) (SPG 88: 83.96%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAPE-AF>>	1 WAPE-AF	1 WAPE-AF	1 WQIK-F	1 WQIK-F>	1 WQIK-F>>	1 WQIK-F<	1 WQIK-F	1 WAPE-AF	1 WAPE-AF>	1 WQIK-F
2 WPDQ-F>>	2 WFYV-F>>	2 WFYV-F	2 WFYV-F	2 WFYV-F<	2 WEJZ-F	2 WAPE-AF>	2 WAPE-AF	2 WQIK-F>	2 WPDQ-F	2 WAPE-F>>
3 WNFI-F>>	3 WPDQ-F	3 WQIK-F>	3 WAPE-AF	3 WAPE-AF	3 WAPE-AF	3 WFYV-F	3 WFYV-F	3 WFYV-F	3 WQIK-F	3 WPDQ-F
4	4 WAIV-F<	4 WAIV-F	4 WAIV-F<	4 WEJZ-F	4 WAIV-F	4 WEJZ-F<	4 WEJZ-F	4 WPDQ-F	4 WFYV-F	WFYV-F
5	5 WQIK-F<	5 WIVY-F	5 WEJZ-F<	5 WAIV-F<	5 WOKV	5 WAIV-F	5 WAIV-F	5 WAIV-F<	5	5 WZAZ
6	6 WIVY-F	6 WEJZ-F<	6 WIVY-F	6 WIVY-F	WIVY-F	6 WIVY-F	6 WIVY-F	6 WEJZ-F	6	WIOI-F
		7 WPDQ-F								

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAPE-AF>>	1 WAPE-AF>>	1 WAPE-AF	1 WAPE-AF>	1 WEJZ-F<	1 WAPE-AF	1 WFYV-F>	1 WFYV-F>>	1 WFYV-F	1 WQIK-F<
2 WPDQ-F	2 WIVY-F	2 WIVY-F	2 WIVY-F	2 WQIK-F	2 WFYV-F>	2 WAPE-AF>	2 WAPE-AF	2 WQIK-F	2 WFYV-F>
3 WIVY-F	3 WAIV-F	WEJZ-F	WEJZ-F	3 WAPE-AF	3 WPDQ-F>>	3 WQIK-F	3 WQIK-F>	3 WAPE-AF>	3 WAPE-AF>
4 WAIV-F>	4 WFYV-F	4 WAIV-F	4 WQIK-F	4 WIVY-F	4 WQIK-F	4 WPDQ-F>	4 WPDQ-F	4 WPDQ-F	4 WAIV-F
5 WIOI-F	WEJZ-F	5 WFYV-F	WAIV-F>	5 WAIV-F>	WCRJ-F	5 WAIV-F	WAIV-F	5 WAIV-F	5 WPDQ-F
WFYV-F	6 WPDQ-F	6 WQIK-F	6 WPDQ-F<	6 WFYV-F	6 WAIV-F	6	6 WIOI-F	6	WIVY-F
			7 WFYV-F				7 WIVY-F		

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP	3 (1)	177 (2)	180 (3)	18.4	23.9
AOR/CLASSIC	9 (1)	131 (3)	140 (4)	14.3	9.0
AC/OLDIES/SOFT ROCK	11 (1)	225 (5)	236 (6)	24.1	20.3
MOR/VARIETY					
COUNTRY	18 (2)	189 (2)	207 (4)	21.2	22.7
BLACK/URBAN	37 (1)	73 (1)	110 (2)	11.2	9.8
BEAUTIFUL/EASY					4.0
NEWS/TALK	37 (1)		37 (1)	3.8	3.6
NOSTALGIA	5 (1)		5 (1)	0.5	0.7
RELIGION/GOSPEL	58 (6)		58 (6)	5.9	4.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		5 (1)	5 (1)	0.5	1.5
	178 (14)	800 (14)	978 (28)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAOC	1420	St. Augustine	1.0/1.0
WAYR	550	Orange Park	1.1/1.4
WCGL	1360	Jacksonville	1.5/3.0
WFYV	1460	Jacksonville	0.8/1.6
WJAX	1220	Jacksonville	0.4/1.4
WJGR	1530	Jacksonville	0.5/1.2
WQIK	1320	Jacksonville	0.5/2.7
WROS	1050	Jcksnvl/Daytona	0.3/2.0
WRXJ	930	Jacksonville	0.9/2.2
WSOS-F	105.5	St Augustine	0.8/1.9
WSVE	1280	Jacksonville	1.1/2.9
WVOJ	970	Jacksonville	0.3/1.6
WJHM-F	101.9	Daytona Beach	0.4/1.5
WNFI-F	99.9	Palatka	1.0/4.2
WOCL-F	105.9	DeLand	0.4/1.2
WRUF-F	103.7	Gainesville	0.3/1.1

RADIO STATIONS

WCGL, 1360, 5 KW (DAYS)	, GOSPEL	SBN, $ 16.00 (K & P)			Emily Timmons
WOKV, 600, 5 KW (DA-N)	, NEWS/TALK	ABC T, CBS, $ 30.00 (MMR)	EZ		Jeff Dorf
WZAZ, 1400, 1 KW	, BLACK	SBN, $ 24.00 (Roslin)			Mark Picus
WAIV-F, 96.9, 100 KW @ 935	, AC	, $ 86.00 (MMR)	EZ		Jeff Dorf
WAPE-F, 95.1, 100 KW @ 860	, CHR	, $ 96.00 (Christal)	Evergreen		Mark Schwartz
WCRJ-F, 107.3, 100 KW @ 350	, COUNTRY	, $ 56.00 (Katz)	Hoker		Linda Byrd
WFYV-F, 104.5, 100 KW @ 700	, AOR	NBC, $ 70.00 (Mc-Guild)	Metroplex		Yulee Commander
WIOI-F, 100.7, 100 KW @ 500	, CLASSIC AOR	, $ 40.00 (---)	Osborn	(BRUNSWICK,GA)	Buc Weatherby
WIVY-F, 102.9, 100 KW @ 984	, AC	APR, $ 64.00 (Banner)	Taylor		Steve Avellone
WPDQ-F, 92.7, 3 KW @ 300	, BLACK	SBN, NBN, $ 30.00 (Republic)	Willis	(GREEN COVE)	Don Rosette
WQIK-F, 99.1, 100 KW @ 1050	, COUNTRY	ABC E, $ 94.00 (Eastman)	Jacor		Bill Mize
WEJZ-F, 96.1, 100 KW @ 830	, SOFT AC	, $ 49.00 (Christal)	ML/WIN		---

MISCELLANEOUS COMMENTS: WPDQ-F (Green Cove) sold for $1,440,000...WAPE-AM sold by Evergreen to Genesis (Maduri) for $875,000...WRXJ, WCRJ-F sold by Hoker to Ragan Henry for $8,600,000 (MVP).

JOHN CITY-KINGSPORT

Arbitron Rank/Pop (12+): 90/378,300

MSA Rank/Pop: 106/447,700
ADI # 86
Average Person Ratings: 15.9
Market TSL: 21.5 hours

Stations: 25/20
Diaries: 797/475:1/55.9%
Sample Target: 770
% Below Line: 5.0
% Not Listed: 12.6

1988 Revenue: $9,500,000
HH Inc.: $26,658
Retail $: 2.7 Bil
Pop per Station: 18,915
#1 Biller: WQUT-F $2,100,000

12+ METRO		1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WQUT-F	(CHR)	124/20.6	19.6	22.6	24.1	25.2	----	169/1978	1400/37.0	36.3	36.7	89	25.0	166	1513	WQUT-F
2. WXBQ-F	(C)	114/19.0	17.6	19.4	17.9	17.2	----	190/2038	1122/29.7	33.7	29.0	128	20.2	134	1289	WXBQ-F
3. WTFM-F	(AC)	88/14.6	14.9	17.1	11.9	14.1	----	121/1553	1108/29.3	28.8	26.1	134	14.6	97	826	WTFM-F
4. WJCW	(C)	31/ 5.2	7.2	7.2	9.9	7.6	----	31/534	514/13.6	14.8	14.8	63	3.5	23	320	WJCW
5. WKPT	(EZ)	23/ 3.8	4.0	3.1	2.2	1.7	----	23/326	316/ 8.4	6.5	5.0	71	2.1	14	197	WKPT
6. WUSJ-F	(C)	22/ 3.7	3.4	3.1	3.4	5.3	----	23/288	282/ 7.5	6.0	7.5	130	3.6	24	257	WUSJ-F
7. WZXY-F	(CHR)	17/ 2.8	4.4	3.5	3.2	3.4	----	17/374	374/ 9.9	7.8	7.3	43	5.0	33	382	WZXY-F
WZAP	(REL)	17/ 2.8	0.7	0.7	1.4	1.6	----	18/158	122/ 3.2	3.7	3.7	21	0.9	6	88	WZAP
9.																
10.																

12+ FM SHARE (METRO): 77.71% (408 of 525) (SPG 88: 77.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQUT-F>>	1 WQUT-F>>	1 WQUT-F	1 WXBQ-F	1 WXBQ-F	1 WXBQ-F>	1 WXBQ-F	1 WQUT-F	1 WQUT-F>	1 WQUT-F	1 WXBQ-F>>
2 WZXY-F>	2 WXBQ-F	2 WXBQ-F	2 WTFM-F<	2 WTFM-F	2 WTFM-F>	2 WTFM-F<	2 WXBQ-F<	2 WXBQ-F	2 WXBQ-F	2 WQUT-F
3 WTFM-F	3 WTFM-F>>	3 WTFM-F>>	3 WQUT-F>>	3 WQUT-F>>	3 WJCW	3 WQUT-F>	3 WTFM-F>>	3 WTFM-F>>	3 WTFM-F>>	3 WTFM-F>>
4	4	4	4	4	4 WQUT-F WKPT	4 WJCW >>		4	4	4

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WQUT-F>>	1 WQUT-F>>	1 WQUT-F>>	1 WQUT-F>	1 WXBQ-F
2 WTFM-F	2 WTFM-F	2 WTFM-F	2 WXBQ-F	2 WTFM-F
3 WXBQ-F>	3 WXBQ-F>>	3 WXBQ-F>>	3 WTFM-F>>	WQUT-F>>
4 WZXY-F>	4	4	4	4

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WQUT-F>>	1 WQUT-F>>	1 WQUT-F>>	1 WQUT-F	1 WXBQ-F
2 WXBQ-F	2 WXBQ-F>	2 WXBQ-F>	2 WXBQ-F	2 WTFM-F
3 WTFM-F>	3 WTFM-F>	3 WTFM-F>	3 WTFM-F>>	3 WQUT-F>>
4	4 WIMZ-F	4 WIMZ-F WUSJ-F>>	4	4

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		149 (4)	149 (4)	28.4	29.2
AOR/CLASSIC		14 (2)	14 (2)	2.7	
AC/OLDIES/SOFT ROCK	6 (1)	91 (2)	97 (3)	18.5	18.6
MOR/VARIETY	2 (1)		2 (1)	0.4	
COUNTRY	53 (4)	150 (4)	203 (8)	38.7	41.0
BLACK/URBAN					
BEAUTIFUL/EASY	27 (2)		27 (2)	5.1	3.8
NEWS/TALK					
NOSTALGIA	5 (1)		5 (1)	1.0	2.6
RELIGION/GOSPEL	24 (3)	4 (1)	28 (4)	5.3	4.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	117 (12)	408 (13)	525 (25)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WABN-F	92.7	Abingdon	0.8/2.1
WBEJ	1240	Elizabethton	1.2/3.4
WEMB	1420	Erwin	1.2/2.0
WETB	790	Johnson City	0.7/3.2
WFHG	980	Bristol	1.0/4.0
WIKQ-F	94.9	Greenville	0.5/3.5
WJTZ	640	Blountville	0.3/2.2
WKIN	1320	Kingsport	1.3/2.6
WMCH	1260	Church Hill	1.0/2.2
WMEV-F	93.9	Marion	0.7/3.9
WOPI	1490	Bristol	0.8/3.7
WXIS-F	103.9	Erwin	0.3/2.7
WFGW	1010	Black Mountain	0.2/0.4
WIMZ-F	103.5	Knoxville	2.0/3.7
WIVK-F	107.7	Knoxville	1.7/3.4
WKSF-F	99.9	Ashevl/Greenvl	0.5/2.8
WMIT-F	106.9	Black Mountain	0.7/2.9

RADIO STATIONS

WJCW, 910, 5 KW/1 KW (DA-N)	, COUNTRY	MBS, $	21.00 (Katz)	Bloomington	(JOHNSON CITY)	Ken Maness
WKPT, 1400, 1 KW	, BTFL/EZ	ABC E, $	14.00 (Republic)	Home News	(KINGSPORT)	Dave Widener
WZAP, 690, 10 KW (DAYS)	, RELIGION	, $	10.00 (Gates)		(BRISTOL, VA)	R. Morris
WFHG, 980, 5 KW/1 KW (DA-N)	, OLDIES	ABC D, $	13.00 (Mc-Guild)	Nininger	(BRISTOL, VA)	W. Nininger
WQUT-F, 101.5, 100 KW @ 1500	, CHR	US 1, $	48.00 (Katz)	Bloomington	(JOHNSON CITY)	Ken Maness
WTFM-F, 98.5, 100 KW @ 1260	, AC	ABC E, $	36.00 (Republic)	Home News	(KINGSPORT)	Dave Widener
WUSJ-F, 99.3, 3 KW @ 300	, COUNTRY	NBC, TRNSTR, $	18.00 (Durpetti)		(ELIZABETHTON)	Norm Thomas
WXBQ-F, 96.9, 67 KW @ 2240	, COUNTRY	ABC I, $	40.00 (Mc-Guild)	Nininger	(BRISTOL, VA)	Kurt Ziegler
WZXY-F, 104.9, 1 KW @ 475	, CHR	ABC C, $	18.00 (Torbet)	Bahakel	(KINGSPORT)	Wayne Grills

JOHNSTOWN

Arbitron Rank/Pop (12+): 149/212,100

MSA Rank/Pop: 174/251,800
ADI #87 (w/Altoona)
Average Person Ratings: 17.6
Market TSL: 24.0 hours

Stations: 28/14
Diaries: 631/336:1/63.0%
Sample Target: 610
% Below Line: 10.4
% Not Listed: 13.9

1988 Revenue: $4,600,000
HH Inc.: $24,607
Retail $: 1.1 Bil
Pop per Station: 15,150
#1 Biller: WKYE-F $800,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WGLU-F (CHR)	52/13.9	----	12.8	----	3.9	----	57/683	596/28.1	25.4	15.7	74				WGLU-F
2. WKYE-F (AC)	46/12.3	----	12.0	----	16.1	----	61/891	598/28.2	27.6	24.8	148				WKYE-F
3. WJAC (MOR)	29/ 7.8	----	9.4	----	8.2	----	31/440	407/19.2	20.5	18.9	127				WJAC
4. WYSN-F (BB)	25/ 6.7	----	3.9	----	2.3	----	28/301	248/11.7	9.3	7.0	45				WYSN-F
5. WDVE-F (AOR)	23/ 6.1	----	4.7	----	4.9	----	31/434	301/14.2	10.4	13.3	130				WDVE-F
6. WJNL-F (AC)	16/ 4.3	----	3.1	----	6.2	----	16/316	294/13.9	11.6	17.3	91				WJNL-F
7. WDSY-F (C)	13/ 3.5	----	1.0	----	2.0	----	19/165	122/ 5.8	4.1	3.1	140				WDSY-F
WVSC (C)	13/ 3.5	----	3.1	----	3.9	----	13/168	158/ 7.4	6.1	6.3	71				WVSC
9. WIYQ-F (O)	11/ 2.9	----	3.6	----	1.0	----	17/375	283/13.3	10.1	6.0	169				WIYQ-F
10. WSHH-F (EZ)	9/ 2.4	----	1.8	----	2.0	----	11/159	88/ 4.1	5.1	4.4	83				WSHH-F
WBZZ-F (CHR)	9/ 2.4	----	2.9	----	4.3	----	23/341	162/ 7.6	6.6	9.6	104				WBZZ-F
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 77.02% (248 of 322) (SPG 88: 66.29%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGLU-F>>	1 WGLU-F	1 WKYE-F<	1 WKYE-F>	1 WKYE-F>	1 WJAC	1 WGLU-F	1 WKYE-F>	1 WGLU-F	1 WGLU-F>>	1 WJAC >
2 WBZZ-F>>	2 WKYE-F>	2 WGLU-F>	2 WGLU-F	2 WGLU-F<	2 WYSN-F>	2 WKYE-F>	2 WGLU-F	2 WKYE-F>	2 WKYE-F	2 KDKA
3	3 WDVE-F>>	3 WDVE-F	3 WJAC	3 WJAC	3 WKYE-F>	3 WJAC >	3 WJAC	3 WYSN-F	3 WJNL-F	WVSC-F
4	4 WDSY-F	4 WJAC	4 WDVE-F	4 WDVE-F	4 WVSC	4 WDVE-F	4 WYSN-F	4 WDVE-F	WJAC	WVSC
5	5 WJNL-F	5	5	5	5 WGLU-F	WYSN-F	5 WDVE-F	5 WJAC	5	WGLU-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGLU-F>>	1 WGLU-F	1 WKYE-F>	1 WKYE-F<	1 WKYE-F>	1 WGLU-F>>	1 WKYE-F	1 WKYE-F	1 WKYE-F	1 WKYE-F>
2 WKYE-F>>	2 WKYE-F>>	2 WGLU-F>>	2 WGLU-F>>	2 WGLU-F>	2 WDVE-F>	WGLU-F	2 WDVE-F>>	WGLU-F	2 WDVE-F
3 WDVE-F	3 WDVE-F	3 WDVE-F	3 WDVE-F	3 WJAC	3 WMYG-F	3 WDVE-F>>	3 WDSY-F	3 WDVE-F>	WJAC
WJNL-F>>	WJNL-F>	WJNL-F	WJNL-F	4 WIYQ-F	WVSC-F>>	4 WDSY-F	WGLU-F>	4 WJAC >	4 WGLU-F>
5	5 WDSY-F	5	WJAC	5 WJNL-F	5	5	5 WJNL-F>>	5 WDSY-F>>	5 WDSY-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		61 (2)	61 (2)	18.9	22.4
AOR/CLASSIC		28 (2)	28 (2)	8.7	5.9
AC/OLDIES/SOFT ROCK	3 (1)	92 (8)	95 (9)	29.5	20.7
MOR/VARIETY	51 (5)		51 (5)	15.8	21.5
COUNTRY	14 (2)	20 (2)	34 (4)	10.6	20.4
BLACK/URBAN		3 (1)	3 (1)	0.9	
BEAUTIFUL/EASY		15 (2)	15 (2)	4.7	3.7
NEWS/TALK					
NOSTALGIA		25 (1)	25 (1)	7.8	4.2
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	6 (1)	4 (1)	10 (2)	3.1	1.1
	74 (9)	248 (19)	322 (28)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WADJ	1330	Somerset	0.8/3.0
WBEM	1350	Windber/Johnstn	1.3/2.9
WBXQ-F	94.3	Cresson	1.1/7.1
WCRO	1230	Johnstown	1.6/4.9
WJNL	1490	Johnstown	1.9/6.5
WNCC	950	Barnesboro	1.9/2.7
WVSC-F	97.7	Somerset	1.3/4.4
KDKA	1020	Pittsburgh	0.8/3.4
WALY-F	103.9	Bellwood/Altna	0.8/2.2
WAMO-F	105.9	Pittsburgh	0.8/1.7
WFBG-F	98.1	Altoona/St.Clge	1.6/5.4
WFRB	560	Frostburg/Cumbr	0.3/3.1
WFRB-F	105.3	Frostburg/Cmbrl	1.9/3.0
WLTJ-F	92.9	Pittsburgh	0.5/3.4
WMYG-F	96.9	Braddock	1.3/4.6
WOWQ-F	102.1	DuBois	1.1/3.6
WWSW-F	94.5	Pittsburgh	1.3/4.2

RADIO STATIONS

WCRO, 1230, 1 KW (DA-1)	, ?	ABC F, $ N/A (Republic)		
WJAC, 850, 10 KW (DA-1)	, MOR/OLDIES	NBC, US 2, $ 22.00 (Mc-Guild)		Sandy Neri
WJNL, 1490, 1 KW	, MOR	CBS, TALKNT, $ 13.00 (Roslin)		Bill Bingler
WNCC, 950, 500 W (DAYS)	, MOR	ABC E, $ 7.00 (Savalli)	(BARNESBORO)	Bill Bland
WVSC, 990, 10 KW	, COUNTRY	ABC I, $ 6.00 (Regional)	(SOMERSET)	Dick Adams
WBXQ-F, 94.3, .2 KW @ 925, AC		ABC F, $ 20.00 (Roslin)	(CRESSON)	Neil Hart
WGLU-F, 92.1, .2 KW @ 950, CHR		SOURCE, $ 25.00 (Republic)		Ralph Lovette
WIYQ-F, 99.1, 50 KW @ 500, OLDIES		SMN, $ 10.00 (Dome)	(EBENSBURG)	Helen Walker
WJNL-F, 96.5, 50 KW @ 500, AC		RADRAD, $ 17.00 (Roslin)		Bill Bingler
WVSC-F, 97.7, 3 KW @ 270, AC		ABC I, $ 7.00 (Regional)	(SOMERSET)	Dick Adams
WYSN-F, 101.7, .7 KW @ 645, NOSTALGIA		CNN, $ 7.00 (---)	(CENTRAL CITY)	Ron Lorence
WKYE-F, 95.5, 57 KW @ 1060, AC		US 1, $ 37.00 (Mc-Guild)		Sandy Neri

OTHER RANKED STATIONS -- See Pittsburgh **MISCELLANEOUS COMMENTS:** WBEM (Windber) sold for $187,000.

KALAMAZOO

Arbitron Rank/Pop (12+): 163/183,300

MSA Rank/Pop: 191/221,100
ADI # 37 (w/Grand Rapids)
Average Person Ratings: 15.8
Market TSL: 21.0 hours

Stations: 17/10
Diaries: 713/257:1/57.6%
Sample Target: 610
% Below Line: 1.7
% Not Listed: 19.4

1988 Revenue: $7,700,000
HH Inc.: $35,744
Retail $: 1.7 Bil
Pop per Station: 18,330
#1 Biller: WKFR-F $2,400,000

12+ METRO		1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WKFR-F	(CHR)	56/19.4	17.3	28.5	20.4	15.6	----	120/1298	724/39.5	43.4	37.6	72	23.6	72	721	WKFR-F
2. WRKR-F	(AOR)	45/15.6	7.3	----	----	----	----	66/731	476/26.0	0.0	0.0	146	20.3	62	588	WRKR-F
3. WNWN-F	(C)	27/ 9.3	10.0	10.3	11.3	13.7	----	54/679	310/16.9	19.5	19.0	109	7.2	22	327	WNWN-F
WKZO	(MOR)	27/ 9.3	10.0	12.6	13.1	12.9	----	40/677	450/24.5	25.0	29.4	82	8.9	27	357	WKZO
5. WQLR-F	(EZ)	22/ 7.6	8.0	9.5	9.1	9.1	----	41/542	265/14.5	17.4	18.0	108	5.6	17	207	WQLR-F
6. WOOD-F	(EZ)	12/ 4.2	4.5	4.0	4.7	3.8	----	35/601	236/12.9	8.4	10.7	60	2.6	8	171	WOOD-F
7. WJFM-F	(AC)	10/ 3.5	7.6	5.9	5.1	7.2	----	19/443	220/12.0	14.3	18.4	126	4.3	13	240	WJFM-F
8. WGRD-F	(CHR)	7/ 2.4	2.4	2.8	4.4	3.8	----	22/469	202/11.0	13.4	17.8	25	3.6	11	298	WGRD-F
WKMI	(AC)	7/ 2.4	2.8	3.6	4.0	2.7	----	8/184	155/ 8.5	9.7	11.5	133	1.6	5	164	WKMI
10. WKLQ-F	(CHR)	5/ 1.7	0.7	1.6	4.7	4.9	----	14/369	175/ 9.5	9.6	11.0	35	1.3	4	162	WKLQ-F
11. WQSN	(C)	4/ 1.4	2.1	1.6	2.5	3.4	----	5/98	78/ 4.3	4.3	3.6	43	1.6	5	57	WQSN
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 81.97% (191 of 233) (SPG 88: 75.11%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKFR-F>>	1 WRKR-F	1 WRKR-F	1 WRKR-F>	1 WRKR-F>	1 WKZO	1 WKFR-F	1 WRKR-F	1 WKFR-F	1 WKFR-F>>	1 WKFR-F
2	2 WKFR-F>>	2 WKFR-F>>	2 WKFR-F>	2 WKFR-F>	2 WQLR-F	2 WKZO	2 WKFR-F>	2 WRKR-F>	2 WRKR-F>	2 WQXC-F
3	3 WNWN-F	3 WNWN-F	3 WNWN-F	3 WNWN-F	3 WNWN-F>	3 WRKR-F	3 WQLR-F	3 WNWN-F	3 WKZO	WKZO
4	4	4	4	4 WQLR-F	4 WKFR-F	4 WNWN-F	4 WKZO	4 WQLR-F	4 WNWN-F	4 WRKR-F
5	5	5	5	5 WKZO	5 WRKR-F	5 WQLR-F	5 WNWN-F	5 WKZO	5	WNWN-F>>
					6 WOOD-F					

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKFR-F>>	1 WKFR-F>	1 WRKR-F	1 WKFR-F>>	1 WKFR-F	1 WKFR-F>>	1 WRKR-F>>	1 WRKR-F>>	1 WRKR-F>>	1 WRKR-F>>
2 WGRD-F	2 WRKR-F>>	2 WKFR-F>>	2 WRKR-F>	2 WRKR-F>	2 WRKR-F>>	2 WKFR-F>>	2 WKFR-F>>	2 WKFR-F>	2 WNWN-F
WRKR-F>	3 WNWN-F	3 WJFM-F	3 WNWN-F	3 WQLR-F	3 WKLQ-F	3	3 WNWN-F	3 WNWN-F>	3 WKFR-F
4 WNWN-F	4 WGRD-F	WNWN-F>>	4	WNWN-F	WJFM-F	4	WKZO	4 WKZO	4 WQLR-F
5	5	5	5	5 WKZO	WGRD-F	5	WKMI >>	5	WKZO >>

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		68 (3)	68 (3)	29.2	35.6
AOR/CLASSIC		48 (2)	48 (2)	20.6	3.9
AC/OLDIES/SOFT ROCK	9 (2)	14 (3)	23 (5)	9.9	16.3
MOR/VARIETY	28 (2)		28 (2)	12.0	14.2
COUNTRY	4 (1)	27 (1)	31 (2)	13.3	12.9
BLACK/URBAN					
BEAUTIFUL/EASY		34 (2)	34 (2)	14.6	14.6
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL	1 (1)		1 (1)	0.4	2.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	42 (6)	191 (11)	233 (17)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WHEZ	1560	Portage	0.7/3.1
WKPR	1420	Kalamazoo	0.3/1.7
WQXC	980	Ostego	
WQXC-F	100.9	Ostego	1.0/2.6
WIBM-F	94.1	Jackson	0.3/3.7
WJR	760	Detroit	0.3/1.9
WLAV-F	96.9	N. Muskegon	1.0/6.1

RADIO STATIONS

WHEZ, 1560, 4.1 KW (DAYS) , OLDIES	TRNSTR, $ 10.00 (Christal)			Gary Mallernee
WKMI, 1360, 5 KW/1 KW (DA-2), AC	ABC D, $ 19.00 (Eastman)			Bob Miller
WKPR, 1260, 1 KW (DAYS, DA) , RELIGION	, $ 8.00 (---)	Kuiper		H. Wielhouwer
WKZO, 590, 5 KW (DA-N) , MOR	CBS, MBS, $ 30.00 (Mc-Guild)			Stan Smart
WQSN, 1470, 500 W/1 KW , COUNTRY	, $ 13.00 (Banner)	Fairfield		Fred Bahn
WKFR-F, 103.3, 50 KW @ 500, CHR	, $ 50.00 (Eastman)			Dave Hicks
WNWN-F, 98.5, 50 KW @ 500, COUNTRY	ABC E, $ 34.00 (Christal)		(COLDWATER)	Gary Mallernee
WQLR-F, 106.5, 33 KW @ 600, BTFL/EZ	, $ 30.00 (Banner)	Fairfield		Fred Bahn
WRKR-F, 107.7, 50 KW @ 485, CLASSIC AOR	, $ 24.00 (HMWH)			Ed Sackley

OTHER RANKED STATIONS -- See Grand Rapids

KANSAS CITY

Arbitron Rank/Pop (12+): 27/1,279,200

MSA Rank/Pop: 29/1,545,400
ADI # 29
Average Person Ratings: 17.2
Market TSL: 22.75 hours

Stations: 21/21
Diaries: 1476/867:1/56.3%
Sample Target: 1360
% Below Line: 0.0
% Not Listed: 5.6

1988 Revenue: $43,000,000
HH Inc.: $36,363
Retail $: 11.9 Bil
Pop per Station: 60,914
#1 Biller: WDAF $5,300,000

12+ METRO		1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPC 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WDAF	(C)	341/15.5	12.7	11.0	12.1	12.9	12.8	530/5013	3079/24.1	21.0	21.5	96	15.5	367	3324	WDAF
2. KBEQ-AF	(CHR)	163/ 7.4	7.1	6.2	7.5	7.9	7.1	216/3521	2707/21.2	19.5	23.6	84	8.2	195	2740	KBEQ-AF
3. KFKF-AF	(C)	159/ 7.2	8.1	8.7	6.3	7.6	7.6	186/2373	2000/15.6	17.5	16.4	135	8.1	188	2012	KFKF-AF
4. KXXR-F	(AOR)	147/ 6.7	7.0	6.0	2.8	1.1	5.6	168/2157	1785/14.0	14.0	4.2	49	9.2	219	2265	KXXR-F
5. KMBZ	(MOR)	141/ 6.4	3.8	4.0	6.6	6.7	5.2	150/2599	2368/18.5	11.9	18.1	64	4.1	98	1920	KMBZ
6. KCMO	(N/T)	133/ 6.0	6.6	9.6	6.4	5.5	7.2	183/2644	1883/14.7	21.9	13.6	92	4.3	101	1414	KCMO
7. KMBR-F	(EZ)	129/ 5.9	7.4	6.1	6.2	5.4	6.4	174/2135	1519/11.9	12.9	11.4	93	5.3	127	827	KMBR-F
8. KCPW-F	(CHR)	118/ 5.4	4.7	4.2	4.9	5.7	4.8	137/2384	1931/15.1	13.8	15.8	98	3.6	86	2056	KCPW-F
9. KPRS-F	(B)	115/ 5.2	5.3	6.0	6.4	5.9	5.7	129/1485	1317/10.3	10.5	8.8	87	10.2	243	2220	KPRS-F
10. KYYS-F	(AOR)	103/ 4.7	6.4	7.0	8.5	9.1	6.7	174/2581	1719/13.4	16.1	18.5	111	5.1	121	1950	KYYS-F
11. KUDL-F	(AC)	98/ 4.4	6.5	4.8	5.1	3.2	5.2	110/1860	1554/12.1	13.9	9.1	139	3.7	87	1100	KUDL-F
12. KLSI-F	(AC)	95/ 4.3	4.1	4.3	4.8	4.6	4.4	107/1554	1333/10.4	10.5	11.6	147	3.6	86	989	KLSI-F
13. KCFX-F	(AOR)	94/ 4.3	3.2	3.8	4.6	5.3	4.0	123/1948	1502/11.7	10.9	12.7	135	5.1	122	1508	KCFX-F
14. WHB	(O)	62/ 2.8	2.2	3.0	3.7	2.7	2.9	101/1985	1286/10.1	9.3	8.7	161	2.3	55	1089	WHB
15. KXTR-F	(CL)	40/ 1.8	2.1	1.7	1.2	1.2	1.7	51/844	653/ 5.1	4.8	3.9	67	2.2	53	581	KXTR-F
KJLA	(BB)	40/ 1.8	2.4	3.5	2.2	2.4	2.5	41/663	610/ 4.8	6.0	6.5	39	1.4	33	588	KJLA
17. KPRT	(REL)	33/ 1.5	0.9	0.9	0.9	2.5	1.0	33/383	383/ 3.0	2.7	3.3	87	1.0	23	326	KPRT
18. KCWV-F	(J/NA)	29/ 1.3	1.8	1.9	1.8	1.3	1.7	36/700	606/ 4.7	5.1	4.0	185	1.0	24	384	KCWV-F
19. KCCV	(REL)	19/ 0.9	1.1	0.6	0.6	0.9	0.8	19/338	333/ 2.6	1.3	2.2	100	1.0	23	288	KCCV
20.																

12+ FM SHARE (METRO): 62.02% (1290 of 2080) (SPG 88: 62.61%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBEQ-AF	1 KXXR-F	1 WDAF >	1 WDAF >	1 WDAF >	1 WDAF >>	1 WDAF >>	1 WDAF >>	1 WDAF >>	1 KMBZ >>	1 WDAF >>
2 KXXR-F>>	2 KCPW-F	2 KFKF-AF	2 KFKF-AF	2 KFKF-AF>	2 KMBZ	2 KCMO <	2 KCMO	2 KBEQ-AF<	2 KXXR-F	2 KMBZ >>
3 KPRS-F>	3 KBEQ-AF<	3 KBEQ-AF	3 KBEQ-AF	3 KLSI-F<	KCMO	3 KFKF-AF	3 KFKF-AF	3 KFKF-AF	3 KBEQ-AF	3 KPRS-F
4 KCPW-F>>	4 KYYS-F	4 KXXR-F<	4 KLSI-F<	4 KBEQ-AF<	4 KMBR-F	4 KBEQ-AF	KMBR-F	4 KXXR-F	4 KPRS-F	4 KFKF-F
5	5 KFKF-AF	5 KCPW-F<	5 KCFX-F<	5 KUDL-F<	5 KFKF-AF	5 KCPW-F	5 KUDL-F	5 KMBR-F<	5 WDAF	5 KLSI-F
6	KCFX-F	6 KYYS-F	6 KUDL-F	6 KCFX-F	6	6	6	6 KCPW-F	6	6
7	7	7 KCFX-F	7	7	7	7	7	7 KYYS-F<	7	7
8	8	8	8	8	8	8	8	8 KUDL-F	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KXXR-F	1 KCPW-F	1 KCPW-F<	1 KCPW-F	1 WDAF	1 KYYS-F	1 KYYS-F	1 WDAF	1 WDAF	1 WDAF >
2 KCPW-F>	2 KXXR-F	2 KLSI-F	2 KFKF-AF<	2 KFKF-AF	2 KXXR-F	2 KXXR-F<	KYYS-F	2 KYYS-F	2 KFKF-AF
3 KBEQ-AF	3 KBEQ-AF	3 KFKF-AF<	3 WDAF <	3 KLSI-F	3 KBEQ-AF	3 KCFX-F	3 KCFX-F	3 KCFX-F	3 KYYS-F
KPRS-F>	4 KFKF-AF	4 WDAF	4 KBEQ-AF	4 KBEQ-AF<	4 KCFX-F	4 KBEQ-AF	4 KFKF-AF	4 KBEQ-AF<	KCMO
5 KFKF-AF>	5 KPRS-F	5 KCFX-F	5 KLSI-F<	5 KCPW-F	5 KPRS-F	5 WDAF	5 KXXR-F	5 KFKF-AF<	5 KUDL-F
6 KYYS-F	6 KLSI-F	6 KBEQ-AF>	6 KXXR-F	6 KMBR-F>	6	6 KFKF-AF	6 KUDL-F	6 KXXR-F<	KCFX-F
7 KUDL-F	7 KCFX-F	7 KPRS-F	7 KPRS-F	7 WHB	7	7 KPRS-F<	7 KPRS-F	7 KUDL-F	7 KMBZ
8	8 WDAF	8 KCWV-F	8 KUDL-F	KUDL-F	8	8 KUDL-F	8 KBEQ-AF	[illegible]	8

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		281 (2)	281 (2)	13.5	14.6
AOR/CLASSIC		344 (3)	344 (3)	16.5	15.4
AC/OLDIES/SOFT ROCK	62 (1)	193 (2)	255 (3)	12.3	12.5
MOR/VARIETY	141 (1)		141 (1)	6.8	7.2
COUNTRY	341 (1)	159 (1)	500 (2)	24.0	22.7
BLACK/URBAN	9 (1)	115 (1)	124 (2)	6.0	6.4
BEAUTIFUL/EASY		129 (1)	129 (1)	6.2	5.8
NEWS/TALK	133 (1)		133 (1)	6.4	5.9
NOSTALGIA	40 (1)		40 (1)	1.9	2.5
RELIGION/GOSPEL	64 (3)		64 (3)	3.1	4.3
SPANISH					
CLASSICAL		40 (1)	40 (1)	1.9	1.2
JAZZ/NEW AGE		29 (1)	29 (1)	1.4	1.4
UNKNOWN/OTHERS					
	790 (9)	1290 (12)	2080 (21)		

OTHER RATED STATIONS/METRO SHARE & CUME RATINGS

KBEQ	1030	Blue Spring/KC	
KCNW	1380	Fairway/KC	0.5/1.6
KCXL	1140	Liberty	0.4/1.7

AM STATIONS

KCCV,	1510,	10 KW (DAYS)	, RELIGION	,	$ 18.00	(---)	(INDEPENDENCE)	Richard Bott
KCMO,	810,	50 KW/5 KW (DA-N),	TALK/NEWS	CBS, MBS,	$ 83.00	(Mc-Guild)	Gannett	Don Troutt
KCNW,	1380,	2.5 KW	, RELIGION	CBN,	$ 20.00	(----)	Marsh	
KJLA,	1190,	5 KW/250 W(DA-N),	NOSTALGIA	MBS,	$ 33.00	(Koslin)		Sandra Suffian
KMBZ,	980,	5 KW (DA-2)	, MOR/TALK	NBC,	$ 70.00	(Durpetti)	Bonneville	Ron Carter
KPRT,	1590,	1 KW	, GOSPEL	MBS,	$ 23.00	(Republic)		Michael Carter
WDAF,	610,	5 KW	, COUNTRY	ABC E,	$ 108.00	(Katz)	Great American	Mike Costello
WHB ,	710,	10 KW/5KW (DA-2)	, OLDIES	APR,	$ 50.00	(Christal)	Shamrock	Bob Zuroweste

FM STATIONS

KBEQ,	104.3,	100 KW @ 987,	CHR	ABC C,	$ 91.00	(MMR)	Noble	David Small
KCFX,	100.7,	100 KW @ 850,	CLASSIC AOR	US 1,	$ 60.00	(MMR)	Noker	Bill Newman
KCPW,	94.9,	100 KW @ 1057,	CHR	,	$ 68.00	(Mc-Guild)	Gannett	Don Troutt
KCWV,	98.9,	100 KW @ 990,	JAZZ/NAC	SMN,	$ 47.00	(CBS)	(LEAVENWORTH)	---
KFKF,	94.1,	100 KW @ 987,	COUNTRY	,	$ 94.00	(HNWH)	Sconnix	Dan Wastler
KLSI,	93.3,	100 KW @ 1050,	AC	CNN,	$ 66.00	(Banner)	Sandusky	Steve Dinkel
KMBR,	99.7,	98 KW @ 950,	BTFL/EZ	,	$ 60.00	(Durpetti)	Bonneville	Ron Carter
KPRS,	103.3,	100 KW @ 940,	BLACK	SBN, ABC I,	$ 51.00	(Republic)		Michael Carter
KUDL,	98.1,	100 KW @ 500,	AC	APR,	$ 64.00	(Christal)	Shamrock	Bob Zuroweste
KXTR,	96.5,	99 KW @ 960,	CLASSICAL	US 2,	$ 39.00	(CMBS)		Bob Ingram
KXXR,	106.5,	100 KW @ 850,	CHR/AOR	,	$ 59.00	(Republic)	Olympia	Bob Gould
KYYS,	102.1,	100 KW @ 1013,	AOR	SOURCE,	$ 101.00	(Katz)	Great American	Herndon Hasty

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

KCCV sold by Bott to Ragan Henry for $700,000 (Capston-

KNOXVILLE

Arbitron Rank/Pop (12+): 69/508,900

MSA Rank/Pop: 85/599,200
ADI # 61
Average Person Ratings: 16.8
Market TSL: 22.25 hours

Stations: 18/16
Diaries: 946/538:1/54.2%
Sample Target: 890
% Below Line: 0.8
% Not Listed: 9.0

1988 Revenue: $13,700,000
HH Inc.: $27,698
Retail $: 5.0 Bil
Pop per Station: 31,806
#1 Biller: WIVK-AF $5,200,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Biich Cume	
1. WIVK-AF (C)	292/34.2	32.5	33.0	35.8	35.5	33.9	429/3983	2419/47.5	52.0	44.6	99	35.4	321	2354	WIVK-AF
2. WMYU-F (AC)	117/13.7	14.4	13.7	11.5	8.7	13.3	148/2169	1500/29.5	33.4	24.9	139	13.0	127	1592	WMYU-F
3. WOKI-F (CHR)	99/11.6	10.3	9.1	9.2	7.2	10.1	267/3236	1230/24.2	24.1	18.8	45	13.9	135	1463	WOKI-F
4. WIMZ-AF (AOR)	92/10.7	14.3	14.0	15.2	15.5	13.6	135/1949	1248/24.0	26.0	28.9	121	15.4	150	1660	WIMZ-AF
5. WEZK-F (EZ)	76/ 8.9	8.2	10.1	10.2	12.0	9.4	114/1358	865/17.0	19.0	20.0	83	6.7	65	721	WEZK-F
6. WKNF-F (AC)	18/ 2.1	0.7	1.3	1.0	1.2	1.3	18/245	236/ 4.6	4.8	2.7	176	1.4	14	177	WKNF-F
7. WKGN (O)	17/ 2.0	0.6	1.1	1.2	0.7	1.2	18/180	172/ 3.4	3.3	2.3	130	1.5	15	215	WKGN
8. WCKS-F (AC)	13/ 1.5	1.0	----	----	----	0.6	16/245	203/ 4.0	0.0	0.0	133	2.4	23	335	WCKS-F
9.															
10.															

12+ FM SHARE (METRO): 88.19% (687 of 779) (SPG 88: 84.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOKI-F>>	1 WIMZ-AF	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF	1 WIVK-F>>
2 WMYU-F	2 WIVK-AF	2 WMYU-F	2 WMYU-F>	2 WMYU-F>	2 WEZK-F	2 WMYU-F	2 WMYU-F	2 WMYU-F	2 WOKI-F>	2 WMYU-F>>
3 WIVK-AF>	3 WMYU-F	3 WIMZ-AF>	3 WIMZ-AF>>	3 WIMZ-AF>	3 WMYU-F>>	3 WIMZ-AF>	3 WEZK-F	3 WOKI-F	3 WMYU-F	3 WEZK-F
4 WIMZ-AF>>	4 WOKI-F>>	4 WOKI-F>>	4 WOKI-F	4 WEZK-F>	4	4 WOKI-F	4 WIMZ-AF>	4 WIMZ-AF	4 WIMZ-AF>>	4 WKGN
5	5	5	5 WEZK-F	5 WOKI-F	5	5 WEZK-F>>	5 WOKI-F>>	5 WEZK-F>>	5 WEZK-F>>	WIMZ-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WOKI-F>>	1 WIVK-AF	1 WIVK-AF	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>	1 WIMZ-AF>	1 WIMZ-AF>>	1 WIVK-AF	1 WIVK-AF>>
2 WIMZ-AF>>	2 WIMZ-AF	2 WMYU-F>	2 WMYU-F>	2 WMYU-F>>	2 WIMZ-AF	2 WIVK-AF>	2 WMYU-F	2 WIMZ-AF	2 WIMZ-AF
3 WIVK-AF>	3 WMYU-F	3 WIMZ-AF>>	3 WIMZ-AF<	3 WEZK-F	WOKI-F>>	3 WMYU-F	3 WIVK-AF>	3 WMYU-F>	3 WMYU-F>>
4 WMYU-F>>	4 WOKI-F>>	4 WOKI-F	4 WOKI-F>>	4 WIMZ-AF	4 WMYU-F	4 WOKI-F>>	4 WUTK	4 WOKI-F>>	4 WEZK-F
5	5	5 WKGN	5	5	5 WKGN >>	5	WOKI-F	5	5

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		106 (3)	106 (3)	13.6	12.9
AOR/CLASSIC		92 (1)	92 (1)	11.8	17.6
AC/OLDIES/SOFT ROCK	17 (1)	148 (3)	165 (4)	21.2	10.5
MOR/VARIETY					
COUNTRY	39 (3)	265 (1)	304 (4)	39.0	42.3
BLACK/URBAN					0.7
BEAUTIFUL/EASY		76 (1)	76 (1)	9.8	12.9
NEWS/TALK					
NOSTALGIA	9 (1)		9 (1)	1.2	
RELIGION/GOSPEL	20 (3)		20 (3)	2.6	2.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	7 (1)		7 (1)	0.9	0.9
	92 (9)	687 (9)	779 (18)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGAP	1400	Maryville	1.1/3.4
WITA	1490	Knoxville	0.4/1.1
WKXV	900	Knoxville	0.7/2.1
WQBB	1040	Powell/Knoxvile	1.1/2.0
WRJZ	620	Knoxville	1.3/3.7
WSEV	930	Sevierville	0.4/1.5
WUTK	850	Knoxville	0.8/1.6
WKSF-F	99.9	Asheville/Grnvl	0.5/2.1
WQUT-F	101.5	Johnson City	0.4/1.8

RADIO STATIONS

WKGN, 1340, 1 KW , OLDIES	ABC, NBN, $ 9.00 (Roslin)		Joe Bello
WRJZ, 620, 5 KW (DA-N) , RELIGION	, $ 11.00 (---)		Dave Jones
WIVK (10 KW, 990) SIMULCASTS WITH WIVK-F			
WIMZ (1 KW, 1240) SIMULCASTS WITH WIMZ-F			
WEZK-F, 97.5, 100 KW @ 1250, EZ	, $ 37.00 (Christal)	South Central	Steve Bowman
WIMZ-F, 103.5, 100 KW @ 1723, AOR	SOURCE, $ 70.00 (Christal)	Stoner	Kerry Lambert
WIVK-F, 107.7, 100 KW @ 1970, COUNTRY	ABC E, $ 109.00 (Katz)	Dick	Bobby Denton
WMYU-F, 102.1, 15 KW @ 1990, AC	US 1, $ 68.00 (Eastman)	Jacor	Jim Ridings
WOKI-F, 100.3, 100 KW @ 2000, CHR	ABC F, CBS, $ 34.00 (HNWH)	(OAK RIDGE)	John Pirkle
WKNF-F, 94.3, 2 KW @ 395, SOFT AC	TRNSTR, $ 18.00 (---)	(OAK RIDGE)	Bill Storey

MISCELLANEOUS COMMENTS: WTNZ (Clinton) sold for $400,000.

LAFAYETTE, LA

Arbitron Rank/Pop (12+): 169/176,800

MSA Rank/Pop: 193/219,600
ADI # 114
Average Person Ratings: 17.6
Market TSL: 23.25 hours

Stations: 18/12
Diaries: 557/317:1/48.5%
Sample Target: 550
% Below Line: 5.1
% Not Listed: 11.5

1988 Revenue: $6,400,000
HH Inc.: $31,663
Retail $: 1.7 Bil
Pop per Station: 14,733
#1 Biller: KSMB-F $1,700,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KSMB-F (CHR)	58/18.6	----	19.3	----	26.7	----	174/1794	683/38.6	37.0	38.2	83				KSMB-F
2. KFXZ-F (B)	45/14.4	----	15.1	----	14.7	----	80/714	418/23.6	24.0	20.6	85				KFXZ-F
3. KJCB (B)	28/ 9.0	----	8.2	----	7.7	----	48/486	305/17.3	14.7	17.1	104				KJCB
4. WYNK-AF (C)	23/ 7.4	----	8.9	----	2.0	----	81/934	365/20.6	15.3	4.2	127				WYNK-AF
KMDL-F (C)	23/ 7.4	----	3.0	----	3.3	----	43/565	233/13.2	10.7	8.2	149				KMDL-F
6. KTDY-F (AC)	16/ 5.1	----	8.9	----	7.7	----	35/609	257/14.5	20.0	20.7	141				KTDY-F
7. KDEA-F (EZ)	14/ 4.5	----	8.9	----	5.7	----	31/484	171/ 9.7	14.0	14.3	49				KDEA-F
8. KROF-AF (C)	13/ 4.2	----	1.7	----	3.7	----	34/413	203/11.5	7.9	8.2	133				KROF-AF
WGGZ-F (CHR)	13/ 4.2	----	4.6	----	4.7	----	24/596	295/16.7	14.0	14.6	40				WGGZ-F
10. KPEL (T)	9/ 2.9	----	2.6	----	4.3	----	11/228	143/ 8.1	8.9	10.8	97				KPEL
11. KVOL (O)	8/ 2.6	----	0.7	----	3.7	----	15/349	182/10.3	4.6	9.1	150				KVOL
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 78.99% (218 of 276) (SPG 88: 80.99%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KSMB-F	1 KSMB-F>	1 KSMB-F>	1 KSMB-F	1 KSMB-F	1 WYNK-AF	1 KSMB-F>	1 KSMB-F>	1 KSMB-F	1 KFXZ-F>	1 KSMB-F>>
KFXZ-F>>	2 KFXZ-F>	2 KFXZ-F>	2 KFXZ-F	2 KFXZ-F	2 KJCB	2 KJCB	2 KFXZ-F	2 KFXZ-F>	2 KSMB-F>	2 WYNK-F
3 WGGZ-F>>	3 KJCB	3 KJCB	3 KMDL-F	3 KMDL-F	3 KMDL-F	3 KFXZ-F	3 KMDL-F	3 WYNK-AF	3 KJCB >	KFXZ-F
4	4 KTDY-F	4 KMDL-F	4 KJCB	4 WYNK-AF	KDEA-F	4 WYNK-AF	4 WYNK-AF	4 KJCB	4 WYNK-AF	4 WGGZ-F
5	KMDL-F	5	5 WYNK-AF	KJCB	5	5 KMDL-F	5	5 KMDL-F	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSMB-F>>	1 KSMB-F>>	1 KSMB-F>>	1 KSMB-F>>	1 KSMB-F>	1 KSMB-F>>	1 KSMB-F	1 KFXZ-F	1 KSMB-F	1 KFXZ-F
2 KFXZ-F>>	2 KFXZ-F>	2 KMDL-F	2 KFXZ-F	2 KMDL-F	2 WGGZ-F	2 KFXZ-F>>	2 KSMB-F	2 KFXZ-F>	2 KSMB-F
3 KTDY-F	3 KTDY-F	3 KTDY-F	3 KTDY-F	3 KTDY-F	KFXZ-F>	3 WGGZ-F	3 KJCB >	3 KJCB	3 WYNK-AF
KJCB >	4 KMDL-F	4 KJCB	4 KMDL-F	4 KFXZ-F	4 WCKW-F>>	KJCB	4 WYNK-AF	4 WYNK-AF	KJCB
5 WGGZ-F>>	KJCB >>	KFXZ-F>	KJCB >	5 WYNK-AF	5	5	KMDL-F	5 WGGZ-F	5 KMDL-F>>
				KJCB				KMDL-F	

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		71 (2)	71 (2)	25.7	26.8
AOR/CLASSIC		7 (1)	7 (1)	2.5	3.9
AC/OLDIES/SOFT ROCK	8 (1)	23 (3)	31 (4)	11.2	9.9
MOR/VARIETY					
COUNTRY	13 (3)	55 (3)	68 (6)	24.6	19.0
BLACK/URBAN	28 (1)	45 (1)	73 (2)	26.4	25.0
BEAUTIFUL/EASY		14 (1)	14 (1)	5.1	9.5
NEWS/TALK	9 (1)		9 (1)	3.3	2.8
NOSTALGIA					
RELIGION/GOSPEL		3 (1)	3 (1)	1.1	1.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					1.4
	58 (6)	218 (12)	276 (18)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAJN-F	102.9	Crowley	1.0/5.3
KXKW	1520	Lafayette	2.2/6.7
KHOM-F	104.1	Houma	1.0/2.4
KSIG	1450	Crowley	0.6/4.0
WCKW-F	92.3	Laplace/NwOrlns	2.2/6.2
WTGE-F	100.7	Baton Rouge	1.3/4.2
WYNK	1380	Baton Rouge	

RADIO STATIONS

KJCB, 770, 1 KW/500 W (DA-2) , BLACK/GOSPEL	SBN, ABC D, $ 14.00 (---)		Joshua Jackson
KPEL, 1420, 1 KW/500 W (DA-N) , TALK	ABC 1, CBS, $ 15.00 (Christal)		Tom Galloway
KVOL, 1330, 5 KW/1 KW (DA-N) , OLDIES	MBS, TRNSTR, $ 13.00 (Mc-Guild)		Royce Cavaness
KXKW, 1520, 10 KW (DA-1) , COUNTRY	CNN, $ 15.00 (Banner)		---
KDEA-F, 99.1, 100 KW @ 1039, BTFL/EZ	, $ 18.00 (---)	(NEW IBERIA)	Don Bonin
KFXZ-F, 106.3, 1 KW @ 480, BLACK	ABC F, $ 22.00 (HNWH)	(MAURICE)	---
KMDL-F, 97.3, 50 KW @ 300, COUNTRY	APR, $ 16.00 (K & P)	(KAPLAN)	Ernie Alexander
KROF-F, 104.9, 3 KW @ 304, COUNTRY	, $ 13.00 (---)	(ABBEVILLE)	---
KSMB-F, 94.5, 100 KW @ 1150, CHR	, $ 44.00 (Banner)		Louis Cohen
KTDY-F, 99.9, 100 KW @ 984, AC	, $ 24.00 (Christal)		Tom Galloway

MISCELLANEOUS COMMENTS: KRKR changes calls to KVOL (Jan.)...KVOL changes from AOR to OLDIES (Jan.)...KRKR sold for $150,000...KNIR, KDEA-F sold for $2,450,000 (never closed)

LAKELAND

Arbitron Rank/Pop (12+): 105/333,000

MSA Rank/Pop: 120/394,000
Tampa ADI
Average Person Ratings: 16.8
Market TSL: 22.75 hours

Stations: 25/6
Diaries: 688/484:1/49.8%
Sample Target: 680
% Below Line: 11.3
% Not Listed: 17.5

1988 Revenue: $6,500,000
HH Inc.: $26,914
Retail $: 2.4 Bil
Pop per Station: 55,500
#1 Biller: WPCV-F $2,400,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WPCV-F (C)	79/14.1	----	13.8	----	11.7	----	93/974	831/25.0	19.5	21.5	126				WPCV-F
2. WEZY-F (EZ)	77/13.8	----	11.9	----	13.8	----	90/713	612/18.4	14.8	16.7	43				WEZY-F
3. WYNF-F (AOR)	45/ 8.0	----	6.7	----	9.8	----	59/602	482/14.5	12.3	13.9	115				WYNF-F
4. WFLZ-F (AC)	40/ 7.1	----	7.9	----	3.8	----	48/571	489/14.7	11.2	7.9	172				WFLZ-F
5. WRBQ-AF (CHR)	39/ 7.0	----	9.7	----	11.5	----	47/775	727/21.1	19.0	20.5	109				WRBQ-AF
6. WHLY-F (CHR)	27/ 4.8	----	7.1	----	9.0	----	27/506	501/15.0	17.4	18.9	54				WHLY-F
7. WQYK-F (C)	20/ 3.6	----	2.6	----	0.8	----	20/241	228/ 6.8	5.1	4.7	128				WQYK-F
8. WJHM-F (B)	18/ 3.2	----	4.0	----	----	----	18/293	293/ 8.8	6.0	0.0	72				WJHM-F
9. WBJW-AF (CHR)	15/ 2.7	----	3.4	----	4.6	----	22/457	388/11.5	9.4	13.2	85				WBJW-AF
10. WHVE-F (J/NA)	14/ 2.5	----	----	----	----	----	16/132	117/ 3.5	0.0	0.0	172				WHVE-F

12+ FM SHARE (METRO): 93.72% (433 of 462) (SPG 88: 88.73%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHLY-F	1 WYNF-F	1 WPCV-F	1 WPCV-F>	1 WPCV-F>	1 WEZY-F>	1 WEZY-F	1 WEZY-F	1 WPCV-F	1 WPCV-F>	1 WPCV-F>
2 WRBQ-AF>	2 WPCV-F>	2 WYNF-F	2 WFLZ-F	2 WFLZ-F	2 WPCV-F>	2 WPCV-F>	2 WPCV-F>	2 WEZY-F>	2 WEZY-F	2 WFLZ-F
3 WJHM-F	3 WRBQ-AF	3 WFLZ-F>	3 WYNF-F	3 WYNF-F	3 WFLZ-F>	3 WYNF-F	3 WYNF-F<	3 WYNF-F	3 WRBQ-AF	3 WEZY-F
4 WBJW-AF>>	4 WHLY-F	4 WRBQ-AF	4 WRBQ-AF	4 WRBQ-AF	4	4 WRBQ-AF	4 WFLZ-F>	WFLZ-F	WHLY-F	4 WLKF
5	WFLZ-F	5	5	5	5	5 WFLZ-F	5 WRBQ-AF	5 WRBQ-AF	5 WYNF-F	5 WRBQ-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJHM-F>	1 WPCV-F	1 WPCV-F	1 WPCV-F>	1 WPCV-F	1 WYNF-F>>	1 WYNF-F>>	1 WYNF-F>>	1 WYNF-F<	1 WPCV-F>
2 WRBQ-AF	2 WRBQ-AF	2 WRBQ-AF	2 WRBQ-AF	2 WFLZ-F	2 WHLY-F	2 WPCV-F>	2 WPCV-F>>	2 WPCV-F>	2 WYNF-F
WYNF-F	3 WFLZ-F	WFLZ-F>	WFLZ-F>	3 WRBQ-AF	WPCV-F	3 WHTQ-F	3 WBJW-AF	3 WFLZ-F>	3 WFLZ-F>
WSTF-F	4 WYNF-F	4 WYNF-F	4 WJHM-F	4 WEZY-F	4 WHTQ-F>>	WHLY-F	WRBQ-AF	4 WRBQ-AF	4 WHVE-F
WHTQ-F	WJHM-F	5	5 WEZY-F	5 WQYK-F	5	5	WFLZ-F	5	5 WRBQ-AF
WHLY-F									

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		81 (3)	81 (3)	17.5	24.6
AOR/CLASSIC		59 (3)	59 (3)	12.8	8.6
AC/OLDIES/SOFT ROCK		66 (6)	66 (6)	14.3	14.5
MOR/VARIETY					
COUNTRY	4 (1)	108 (3)	112 (4)	24.2	25.3
BLACK/URBAN	5 (1)	18 (1)	23 (2)	5.0	4.9
BEAUTIFUL/EASY		87 (3)	87 (3)	18.8	15.5
NEWS/TALK	6 (1)		6 (1)	1.3	1.2
NOSTALGIA	11 (1)		11 (1)	2.4	4.2
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		14 (1)	14 (1)	3.0	
UNKNOWN/OTHERS	3 (1)		3 (1)	0.6	1.2
	29 (5)	433 (20)	462 (25)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WLKF	1430	Lakeland	1.1/3.2
WONN	1230	Lakeland	2.0/3.5
WSIR	1490	Winter Haven	0.5/1.8
WWAB	1330	Lakeland	0.9/4.5
WBJW	950	Orlando	
WDIZ-F	100.3	Orlando	0.4/2.7
WDUV-F	103.3	Bradenton	0.9/2.2
WHTQ-F	96.5	Orlando	2.1/5.3
WJYO-F	107.7	Mnt. Dora	0.5/1.8
WNLT-F	95.7	Clearwater/Tmpa	0.5/2.8
WOCL-F	105.9	DeLand	0.9/3.9
WQYK	1010	Seffner/Tampa	
WRBQ	1380	St. Petesburg	
WSSP-F	101.1	Cocoa Beach	0.9/2.8
WSTF-F	101.1	Cocoa Beach	1.3/5.4
WSUN	620	St. Pete/Tampa	0.7/2.2
WWKA-F	92.3	Orlando	1.6/4.8
WWRM-F	107.3	St. Pete/Tampa	1.4/4.4

RADIO STATIONS

WLKF, 1430,	5 KW/1 KW (DA-1)	, TALK	ABC E, TALKNT, $	13.00	(Banner)	Root	Bud Kurtz
WONN, 1230,	1 KW	, NOSTALGIA	NBC, $	17.00	(Torbet)	Hall	Art Rowbotham
WSIR, 1490,	1 KW	, ??	CBS, $	10.00	(---)		Tonda Thomas
WWAB, 1330,	1 KW (DAYS, DA)	, BLACK	NBN, $	10.00	(---)		Hugh Hughes
WEZY-F, 94.1,	100 KW @ 500	, BTFL/EZ	, $	50.00	(Banner)	Root	Bud Kurtz
WPCV-F, 97.5,	100 KW @ 986	, COUNTRY	NBC, $	57.00	(Torbet)	Hall	Art Rowbotham

OTHER RANKED STATIONS -- See Tampa or Orlando

MISCELLANEOUS COMMENTS: WGTO (Cypress Gardens) sold for $1,500,000 (Clark)

LANCASTER

Arbitron Rank/Pop (12+): 107/328,400

MSA Rank/Pop: 115/403,900
ADI #46 (w/York & Harrisburg)
Average Person Ratings: 16.8
Market TSL: 22.00 hours

Stations: 24/6
Diaries: 739/444:1/55.7%
Sample Target: 700
% Below Line: 9.2
% Not Listed: 16.7

1988 Revenue: $6,300,000
HH Inc.: $32,938
Retail $: 2.8 Bil
Pop per Station: 54,733
#1 Biller: WLAN-F $2,200,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WLAN-F (CHR)	68/12.3	12.6	11.3	15.3	13.8	----	76/1233	952/29.0	29.4	30.1	112	13.1	65	1090	WLAN-F
2. WNCE-F (EZ)	65/11.8	11.5	12.9	12.6	14.0	----	136/1345	730/22.2	22.9	19.4	71	9.5	47	486	WNCE-F
3. WARM-F (AC)	54/ 9.8	10.5	9.9	8.4	10.7	----	116/1425	693/21.1	18.8	21.0	123	7.9	39	517	WARM-F
4. WDAC-F (REL)	47/ 8.5	8.2	9.0	8.1	7.1	----	62/632	471/14.3	13.8	12.7	95	5.8	29	460	WDAC-F
5. WIOV-F (C)	45/ 8.2	8.0	9.2	7.9	9.7	----	63/902	633/19.3	16.6	17.4	115	9.5	47	509	WIOV-F
6. WRKZ-F (C)	41/ 7.4	5.2	9.4	6.3	6.9	----	114/1281	497/15.1	14.8	13.8	109	6.5	32	414	WRKZ-F
7. WQXA-F (CHR)	24/ 4.3	3.6	2.9	4.1	3.4	----	69/1331	448/13.6	10.7	12.5	79	4.4	22	403	WQXA-F
8 WHTF-F (AOR)	23/ 4.2	5.5	6.6	5.7	4.7	----	49/824	421/12.8	9.7	9.2	129	6.3	31	401	WHTF-F
9. WMMR-F (AOR)	13/ 2.4	0.9	1.2	0.6	1.6	----	14/192	158/ 4.8	3.6	2.9	154	1.4	7	136	WMMR-F
10. WRFY-F (CHR)	12/ 2.2	2.5	2.5	1.6	2.8	----	17/314	218/ 6.6	5.3	7.8	45	3.6	18	209	WRFY-F

12+ FM SHARE (METRO): 94.57% (435 of 460) (SPG 88: 93.89%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQXA-F	1 WLAN-F>	1 WLAN-F	1 WLAN-F	1 WLAN-F	1 WNCE-F>	1 WARM-F<	1 WNCE-F	1 WNCE-F<	1 WLAN-F>	1 WRKZ-F
WLAN-F>	2 WARM-F>	2 WARM-F>	2 WARM-F>	2 WARM-F	2 WDAC-F	2 WLAN-F<	2 WLAN-F	2 WLAN-F	2 WDAC-F	2 WLAN-F>
3 WIOV-F>>	3 WHTF-F	3 WRKZ-F	3 WIOV-F	3 WIOV-F	3 WIOV-F	3 WDAC-F<	3 WARM-F	3 WARM-F	3 WNCE-F>	3 WIOV-F
4	4 WRKZ-F	WIOV-F<	4 WRKZ-F	4 WNCE-F<	4 WARM-F	4 WNCE-F	4 WIOV-F	4 WDAC-F	4 WQXA-F	4 WARM-F
	5	5 WDAC-F	5 WDAC-F	5 WRKZ-F	5 WLAN-F	5 WIOV-F	5 WRKZ-F	5 WIOV-F	5 WARM-F	5 WDAC-F>>
				WDAC-F	6 WRKZ-F>>	6 WRKZ-F>>	6 WDAC-F	6 WRKZ-F	WIOV-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WLAN-F	1 WLAN-F	1 WLAN-F	1 WLAN-F	1 WLAN-F
2 WARM-F>	2 WARM-F>>	2 WARM-F>	2 WARM-F>	2 WARM-F
3 WRFY-F	3 WQXA-F	3 WDAC-F>	3 WNCE-F	3 WDAC-F
4 WQXA-F	WNCE-F	4 WQXA-F	WDAC-F	4 WNCE-F
WNCE-F	5	WHTF-F	5 WIOV-F	5 WIOV-F
		WNCE-F		
		WIOV-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLAN-F	1 WLAN-F	1 WRKZ-F	1 WLAN-F	1 WRKZ-F
2 WARM-F>	2 WRKZ-F	2 WHTF-F	2 WRKZ-F	2 WLAN-F
3 WHTF-F	WHTF-F>	3 WLAN-F	WARM-F	3 WIOV-F
WDAC-F>	4 WMMR-F	4 WMMR-F>	4 WHTF-F	4 WHTF-F
5 WRKZ-F	WARM-F	5 WIOV-F	5 WIOV-F	WARM-F
WQXA-F				

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP	-	121 (6)	121 (6)	26.3	21.3
AOR/CLASSIC		46 (4)	46 (4)	10.0	9.3
AC/OLDIES/SOFT ROCK	7 (1)	62 (3)	69 (4)	15.0	14.9
MOR/VARIETY	5 (2)		5 (2)	1.1	1.0
COUNTRY		88 (3)	88 (3)	19.1	22.2
BLACK/URBAN		6 (1)	6 (1)	1.3	
BEAUTIFUL/EASY		65 (1)	65 (1)	14.1	15.4
NEWS/TALK	3 (1)		3 (1)	0.7	1.0
NOSTALGIA	10 (1)		10 (1)	2.2	3.2
RELIGION/GOSPEL		47 (1)	47 (1)	10.2	10.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					1.0
UNKNOWN/OTHERS				-	
	25 (5)	435 (19)	460 (24)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WLAN	1390	Lancaster	1.3/3.4
WLPA	1490	Lancaster	1.8/4.5
KYW	1060	Philadelphia	0.5/3.7
WEGX-F	106.1	Philadelphia	0.4/1.9
WHP	580	Harrisburg	0.4/1.5
WHP -F	97.3	Harrisburg	0.5/2.7
WNNK-F	104.1	Harrisburg	0.9/4.6
WOGL-F	98.1	Philadelphia	0.9/2.7
WSBA	910	York	0.5/2.5
WTPA-F	93.5	Mechncsbrg/Hrsb	0.7/2.7
WUSL-F	98.9	Philadelphia	1.1/2.3
WXTU-F	92.5	Philadelphia	0.4/1.6
WYCR-F	98.5	York/Hanover	1.8/8.1
WYSP-F	94.1	Philadelphia	1.1/2.8

RADIO STATIONS

WLAN, 1390, 5 KW/1 KW (DA-2) , OLDIES	, $	10.00 (HNWH)	Peoples	Sam Altdoerffer
WLPA, 1490, 1 KW , NOSTALGIA	NBC, $	12.00 (Torbet)	Hall	Bill Baldwin
WDAC-F, 94.5, 19 KW @ 810, RELIGION	, $	27.00 (Savalli)		Paul Hollinger
WIOV-F, 105.1, 50 KW @ 500, COUNTRY	ABC E, $	30.00 (HNWH)		---
WLAN-F, 96.9, 50 KW @ 500, CHR	ABC F, ABC R, $	47.00 (HNWH)	Peoples	Sam Altdoerffer
WNCE-F, 101.3, 7 KW @ 1300, BTFL/EZ	NBC, $	40.00 (Torbet)	Hall	Bill Baldwin

OTHER RANKED STATIONS -- See Philadelphia, Harrisburg or York
WRFY -- See Reading

LANSING

Arbitron Rank/Pop (12+): 97/357,200	Stations: 17/12	1988 Revenue: $11,500,000
	Diaries: 826/432:1/52.7%	HH Inc.: $35,080
MSA Rank/Pop: 109/431,600	Sample Target: 780	Retail $: 3.0 Bil
ADI # 101	% Below Line: 3.0	Pop per Station: 29,766
Average Person Ratings: 17.1	% Not Listed: 18.9	#1 Biller: WVIC-AF $3,000,000
Market TSL: 22.75 hours		

12+ METRO		1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WITL-F	(C)	107/17.5	15.7	11.6	15.8	15.5	15.1	170/1611	878/24.6	22.8	26.1	123	14.1	92	756	WITL-F
2. WVIC-F	(CHR)	99/16.2	16.5	19.2	21.5	21.6	18.4	158/2002	1339/37.5	39.3	35.8	81	20.9	136	1537	WVIC-F
3. WFMK-F	(AC)	48/ 7.9	8.7	7.3	7.5	5.9	7.8	61/1006	700/19.6	18.7	13.7	133	8.3	54	538	WFMK-F
4. WJIM-F	(EZ)	44/ 7.2	6.7	9.1	5.6	6.4	7.2	57/631	489/13.7	18.7	12.9	78	6.0	39	388	WJIM-F
5. WIBM-F	(O)	35/ 5.7	5.6	6.8	4.7	5.2	5.7	64/1069	510/14.3	14.4	14.4	168	5.4	35	402	WIBM-F
6. WJR	(MOR)	32/ 5.2	5.0	4.5	5.6	4.5	5.1	90/1096	423/11.8	13.6	13.0	79	4.1	27	410	WJR
7. WMMQ-F	(AOR)	31/ 5.1	4.5	3.3	4.7	4.1	4.4	35/608	545/15.3	12.9	11.2	120	7.7	50	743	WMMQ-F
8. WJXQ-F	(AOR)	29/ 4.8	3.1	6.1	4.5	5.2	4.6	53/790	399/11.2	14.2	12.1	73	4.8	31	528	WJXQ-F
9. WGOR-F	(CHR)	27/ 4.4	6.4	5.1	5.3	5.3	5.3	35/595	527/14.8	17.1	12.7	27	6.5	42	613	WGOR-F
10. WKKP-F	(AC)	9/ 1.5	1.9	2.1	2.9	2.5	2.1	10/282	268/ 7.5	7.9	8.4	133				WKKP-F

12+ FM SHARE (METRO): 90.30% (447 of 495) (SPG 88: 88.07%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WVIC-F>>	1 WVIC-F>>	1 WVIC-F	1 WITL-F>	1 WITL-F>	1 WITL-F>>	1 WVIC-F	1 WITL-F	1 WITL-F	1 WITL-F	1 WITL-F>
2 WGOR-F>>	2 WITL-F	2 WITL-F>	2 WVIC-F	2 WVIC-F	2 WJIM-F	2 WITL-F>	2 WVIC-F>	2 WVIC-F>	WVIC-F>>	2 WJXQ-F
3	3 WFMK-F<	3 WFMK-F	3 WFMK-F	3 WFMK-F	3 WJR	3 WFMK-F	3 WFMK-F	3 WFMK-F	3 WGOR-F	3 WVIC-F
4	4 WMMQ-F<	4 WIBM-F	4 WIBM-F>	4 WIBM-F>	4 WIBM-F	4 WJIM-F	4 WJIM-F	4 WJIM-F	4 WJXQ-F	4 WJR >
5	5 WJXQ-F	5 WMMQ-F	5 WMMQ-F>	5 WMMQ-F	5 WFMK-F	5 WMMQ-F	5 WIBM-F	5 WIBM-F	5 WJIM-F	5 WGOR-F
6	6	6 WJXQ-F	6 WJIM-F	6 WJIM-F	6	6 WJR	6 WMMQ-F	6	WFMK-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WVIC-F>>	1 WVIC-F>>	1 WVIC-F	1 WVIC-F	1 WITL-F>	1 WJXQ-F>	1 WVIC-F	1 WVIC-F	1 WVIC-F	1 WITL-F>
2 WFMK-F>>	2 WFMK-F	2 WITL-F	2 WITL-F	2 WVIC-F	2 WVIC-F	2 WJXQ-F	2 WMMQ-F	WITL-F	2 WVIC-F
3 WMMQ-F	3 WITL-F>	3 WFMK-F>	3 WFMK-F>>	WFMK-F>	3 WGOR-F>	3 WMMQ-F	3 WITL-F	3 WJXQ-F	3 WIBM-F
4 WGOR-F	4 WMMQ-F	4 WIBM-F>	4 WIBM-F	4 WIBM-F	4 WMMQ-F	4 WITL-F>	4 WJXQ-F>	4 WMMQ-F	4 WMMQ-F
5	5 WIBM-F	5 WMMQ-F>>	5 WJIM-F	5 WJIM-F>>	5 WITL-F>>	5 WGOR-F	5 WFMK-F	5 WIBM-F>	5 WFMK-F
6	6	6	6 WMMQ-F	6	6	6 WFMK-F	6	6 WFMK-F	6

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		132 (3)	132 (3)	26.7	33.7
AOR/CLASSIC		63 (3)	63 (3)	12.7	11.3
AC/OLDIES/SOFT ROCK		95 (4)	95 (4)	19.2	15.6
MOR/VARIETY	32 (1)		32 (1)	6.5	5.1
COUNTRY		107 (1)	107 (1)	21.6	19.8
BLACK/URBAN	10 (2)		10 (2)	2.0	3.9
BEAUTIFUL/EASY		50 (2)	50 (2)	10.1	10.1
NEWS/TALK	6 (1)		6 (1)	1.2	
NOSTALGIA					
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.4
	[illegible] (4)	447 (13)	495 (17)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAAP	730	East Lansing	
WILS	1320	Lansing	0.7/2.7
WJIM	1240	Lansing	1.0/3.9
WXLA	1180	Dimondale/Lnsng	1.0/2.3
WIOG-F	102.5	Bay City/Flint	1.0/3.5
WJFM-F	93.7	Grand Rapids	0.5/2.9
WOOD-F	105.7	Grand Rapids	1.0/3.7
WRIF-F	101.1	Detroit	0.5/2.1

RADIO STATIONS

WILS, 1320, 5 KW/1 KW (DA-3) , BLACK	CBS, $ 14.00 (Christal)	MacDonald	Andy MacDonald
WJIM, 1240, 1 KW , TALK	NBC, $ 15.00 (Torbet)	Double L	Jim Gaskin
WXLA, 1180, 1 KW (DAYS,DA) , BLACK	, $ 11.00 (Roslin)	(DIMONDALE)	Bob Williams
WGOR-F, 92.1, 3 KW @ 300, CHR	, $ 20.00 (Mc-Guild)	(ST. JOHNS)	---
WFMK-F 99.1, 28 KW @ 600, AC	, $ 39.00 (Republic)	Liggett	Dave Johnson
WIBM-F, 94.1, 40 KW @ 560, OLDIES	US 2, $ 30.00 (MMR)	(JACKSON)	Kathy Franseen
WITL-F, 100.7, 27 KW @ 680, COUNTRY	ABC E, $ 54.00 (Banner)		---
WJIM-F, 97.5, 28 KW @ 440, BTFL/EZ	NBC, $ 30.00 (Torbet)	Double L	Jim Gaskin
WKXQ-F, 106.1, 50 KW @ 500, AOR	ABC R, $ 26.00 (Christal)	(JACKSON)	---
WKKP-F, 101.7, 3 KW @ 150, AC	CBS, $ 24.00 (Christal)	MacDonald	Andy MacDonald
WMMQ-F, 92.7, 1.5 KW @ 450, CLASSIC AOR	SOURCE, NBC, $ 29.00 (HNWH)	(CHARLOTTE)	Bob Ottaway
WVIC-F, 94.9, 49 KW @ 500, CHR	, $ 70.00 (Katz)	Goodrich	Jeff Scarpelli

WJR -- See Detroit **MISCELLANEOUS COMMENTS:** WVIC-A changes calls to WAAP (March)...WLNZ-F changes calls to WGOR (May)... WILS changes to WKKP (May)...WLNZ-F (St. Johns) sold for $690,000.

LAS VEGAS

Arbitron Rank/Pop (12+): 67/520,700
MSA Rank/Pop: 83/609,700
ADI # 95
Average Person Ratings: 16.3
Market TSL: 21.75 hours

Stations: 23/23
Diaries: 1002/520:1/48.8%
Sample Target: 820
% Below Line: 0.0
% Not Listed: 16.0

1988 Revenue: $19,200,000
HH Inc.: $30,679
Retail $: 5.1 Bil
Pop per Station: 22,639
#1 Biller: KFMS-AF $2,600,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KFMS-AF (C)	96/11.3	13.2	11.4	12.7	10.9	12.1	97/957	929/17.8	19.0	16.7	115	11.1	109	893	KFMS-AF
2. KLUC-F (CHR)	85/10.0	7.6	9.1	10.9	10.6	9.4	85/1159	1159/22.3	23.2	27.1	76	14.0	144	1453	KLUC-F
3. KXTZ-F (EZ)	72/ 8.5	12.4	10.3	9.2	11.0	10.1	77/860	760/14.6	14.3	16.3	71	5.5	57	516	KXTZ-F
4. KOMP-F (AOR)	53/ 6.3	5.9	5.0	6.0	4.8	5.8	54/578	574/11.0	14.0	13.1	114	8.0	82	909	KOMP-F
5. KKLZ-F (AOR)	48/ 5.7	5.9	8.0	9.3	7.1	7.2	48/644	644/12.4	14.7	14.1	119	9.3	96	784	KKLZ-F
6. KYRK-F (CHR)	45/ 5.3	5.1	6.4	6.2	8.0	5.8	46/900	859/16.5	16.8	22.8	68	5.5	57	1045	KYRK-F
KRLV-F (AC)	45/ 5.3	4.2	4.2	2.1	3.1	3.9	45/552	552/10.6	9.7	6.7	158	3.9	40	328	KRLV-F
8. KUDA-F (O)	40/ 4.7	4.2	1.3	0.8	----	2.8	40/619	619/11.9	4.1	0.0	153	3.0	31	420	KUDA-F
9. KMZQ-F (AC)	36/ 4.2	4.7	5.5	4.8	6.1	4.8	36/546	546/10.5	13.0	13.8	119	3.5	36	614	KMZQ-F
10. KDWN (T)	33/ 3.9	1.9	2.8	3.2	2.1	3.0	39/499	419/ 8.0	6.6	7.3	46	1.4	14	264	KDWN
11. KORK (BB)	26/ 3.1	3.8	4.3	4.4	5.2	3.9	26/370	370/ 7.1	8.5	8.3	19	3.7	38	311	KORK
12. KEYV-F (J/NA)	25/ 2.9	2.0	2.3	1.9	1.8	2.3	28/406	393/ 7.5	5.7	4.9	159	2.1	22	306	KEYV-F
13. KWNR-F (O)	22/ 2.6	2.5	2.3	3.1	3.3	2.6	22/445	439/ 8.4	10.1	8.6	131	2.4	25	328	KWNR-F
14. KNUU (N/T)	21/ 2.5	3.1	2.3	2.1	2.0	2.5	21/379	379/ 7.3	6.2	7.3	96	1.5	15	235	KNUU
15. KRRI-F (O)	14/ 1.7	0.9	2.4	2.1	1.8	1.8	14/228	228/ 4.4	6.5	6.5	141	1.6	16	212	KRRI-F

12+ FM SHARE (METRO): 82.30% (586 of 712) (SPG 88: 80.14%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KLUC-F	1 KLUC-F	1 KFMS-AF<	1 KFMS-AF>	1 KFMS-AF>	1 KFMS-AF	1 KFMS-AF	1 KFMS-AF	1 KLUC-F	1 KLUC-F	1 KRLV-F
2 KYRK-F>>	2 KOMP-F	2 KLUC-F	2 KRLV-F<	2 KRLV-F	KXTZ-F>	2 KLUC-F>	2 KXTZ-F<	2 KXTZ-F	2 KFMS-AF	KDWN
3	3 KKLZ-F	3 KOMP-F	3 KLUC-F	3 KLUC-F	3 KDWN	3 KXTZ-F	3 KLUC-F	3 KFMS-AF>	3 KXTZ-F	3 KXTZ-F
4	4 KFMS-AF>	4 KKLZ-F	4 KUDA-F	4 KUDA-F	4 KUDA-F	4 KOMP-F	4 KKLZ-F	4 KYRK-F	KDWN	KUDA-F
5	5 KYRK-F	5 KRLV-F	KOMP-F	KOMP-F	KORK	5 KRLV-F	5 KOMP-F	KOMP-F	5 KOMP-F	KOMP-F
	KRLV-F		6 KKLZ-F	6 KKLZ-F	6 KRLV-F	KKLZ-F			6 KYRK-F	KFMS-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KLUC-F>>	1 KLUC-F>>	1 KLUC-F	1 KLUC-F>	1 KFMS-AF
2 KYRK-F>	2 KFMS-AF<	2 KFMS-AF	2 KRLV-F<	2 KRLV-F
3 KOMP-F	3 KRLV-F	KRLV-F>	3 KFMS-AF>	3 KLUC-F>
KMZQ-F	4 KOMP-F	4 KOMP-F	4 KUDA-F	4 KXTZ-F
5 KKLZ-F	KMZQ-F	KMZQ-F	KMZQ-F	KUDA-F
				6 KMZQ-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KOMP-F	1 KOMP-F	1 KOMP-F	1 KFMS-AF	1 KFMS-AF>
2 KLUC-F	2 KKLZ-F>	KKLZ-F	2 KOMP-F	2 KKLZ-F
KKLZ-F	3 KFMS-AF>	3 KFMS-AF>>	KKLZ-F>	3 KOMP-F
4 KRSR >	4 KLUC-F>	4 KYRK-F	4 KLUC-F	4 KUDA-F
5 KXTZ-F	5 KYRK-F	KLUC-F	5 KUDA-F	5 KRLV-F
				6 KLUC-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		130 (2)	130 (2)	18.3	21.9
AOR/CLASSIC	11 (1)	101 (2)	112 (3)	15.7	15.0
AC/OLDIES/SOFT ROCK	6 (1)	172 (7)	178 (8)	25.0	19.6
MOR/VARIETY					
COUNTRY	10 (1)	86 (1)	96 (2)	13.5	12.9
BLACK/URBAN	8 (1)		8 (1)	1.1	2.4
BEAUTIFUL/EASY		72 (1)	72 (1)	10.1	13.1
NEWS/TALK	54 (2)		54 (2)	7.6	6.1
NOSTALGIA	26 (1)		26 (1)	3.7	6.1
RELIGION/GOSPEL	8 (1)		8 (1)	1.1	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		25 (1)	25 (1)	3.5	2.1
UNKNOWN/OTHERS	3 (1)		3 (1)	0.4	0.8
	126 (9)	586 (14)	712 (23)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KENO	1460	Las Vegas	0.7/4.1
KJUL-F	104.3	N. Las Vegas	0.7/2.6
KLAV	1230	Las Vegas	0.4/1.5
KLTN-F	103.5	Las Vegas	1.1/4.8
KMTW	1340	Las Vegas	0.9/2.3
KREL	1280	Henderson/LosVg	0.9/1.3
KRSR	1140	North Las Vegas	1.3/2.9

RADIO STATIONS

KDWN	720	50 KW (DA-N)	TALK		$ 19.00	(Roslin)		Claire Reis
KENO	1460	5 KW/1 KW (DA-N)	OLDIES		$ 16.00	(Christal)	Lotus	Tony Bonnici
KNUU	970	5 KW/500 W (DA-2)	NEWS/TALK	MBS, CBS	$ 15.00	(---)		Doug Trenner
KORK	920	5 KW/500 W (DA-2)	NOSTALGIA	ABC I	$ 19.00	(MMR)	Anchor	---
KRSR	1140	10 KW/2.5 KW(DA-N)	AOR		$ 15.00	(Mc-Guild)	Nationwide	Keith Gerst
KEYV-F	93.1	50 KW @ 100	JAZZ/NAC		$ 29.00	(HNWH)		Len Howard
KFMS-F	101.9	100 KW @ 1110	COUNTRY		$ 61.00	(Katz)		Al Cohen
KJUL-F	104.3	100 KW @ 1115	AC	APR	$ 20.00	(---)		Debra Carrigan
KKLZ-F	96.3	100 KW @ 1170	CLASSIC AOR		$ 34.00	(Banner)		Terry McRight
KLTN-F	103.5	100 KW @ 1042	AC	TRNSTR	$ 20.00	(K & P)		Darwin Paustian
KLUC-F	98.5	100 KW @ 1180	CHR	UPI	$ 60.00	(Mc-Guild)	Nationwide	Keith Gerst
KMZQ-F	100.5	98 KW @ 1180	AC		$ 46.00	(Eastman)	Commonwealth	Rick Denton
KOMP-F	92.3	100 KW @ 1520	AOR		$ 35.00	(Christal)	Lotus	Tony Bonnici
KRLV-F	106.5	100 KW @ 1155	SOFT AC		$ 28.00	(Eastman)		Lorraine Arms
KRRI-F	105.5	50 KW @ 1450	OLDIES	MBS	$ 20.00	(Torbet)		Art Kevin
KUDA-F	107.5	25 KW @ 3726	OLDIES		$ 30.00	(Katz)		DeAnne Sheehan
KWNR-F	95.5	100 KW @ 1120	OLDIES		$ 26.00	(Torbet)		Mike Ginsburg
KXTZ-F	94.1	100 KW @ 1250	BTFL/EZ		$ 44.00	(Durpetti)	Parker	Tom Humm
KYRK-F	97.1	50 KW @ 1950	CHR		$ 33.00	(MMR)	Anchor	---

MISCELLANEOUS COMMENTS: KLSQ-F changes calls to KWNR-F (Dec 88)...KVEG sold for $325,000...KRLV-F sold for $4,100,000... KUDA-F (Pahrump) sold by EZ to Americom (Quinn) for $4,000,000 (Richards)...KJUL-F sold to Ragan Henry for $4,200,000 (Sailors & Peterson).

LEXINGTON

Arbitron Rank/Pop (12+): 127/279,200

MSA Rank/Pop: 139/334,400
ADI # 74

Average Person Ratings: 16.9
Market TSL: 22.5 hours

Stations: 14/14
Diaries: 678/412:1/49.2%
Sample Target: 660
% Below Line: 0.0
% Not Listed: 14.0

1988 Revenue: $11,300,000
HH Inc.: $31,229
Retail $: 2.7 Bil
Pop per Station: 19,942
#1 Biller: WVLK-F $2,400,000

12+ METRO		1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	½ Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WVLK-F	(C)	94/19.9	18.3	15.4	16.5	13.0	----	232/2546	926/33.2	28.9	26.9	103	16.6	81	870	WVLK-F
2. WLAP-F	(CHR)	76/16.1	11.4	13.9	15.5	14.2	----	168/2001	953/34.1	31.0	28.8	102	16.6	81	987	WLAP-F
3. WKQQ-F	(AOR)	66/14.0	10.5	14.9	13.0	9.9	----	115/1255	760/27.2	25.2	23.6	104	17.7	86	852	WKQQ-F
4. WCKU-F	(B)	43/ 9.1	10.5	----	----	----	----	46/518	435/15.6	0.0	0.0	78	14.4	70	484	WCKU-F
5. WVLK	(MOR)	31/ 6.6	8.9	9.9	8.8	9.9	----	39/690	417/14.9	20.9	21.1	91	4.9	24	439	WVLK
6. WCOZ-F	(AC)	23/ 4.9	5.8	5.5	4.3	4.8	----	30/443	327/11.7	11.5	10.1	129	4.1	20	293	WCOZ-F
7. WLAP	(O)	16/ 3.4	2.7	3.2	3.3	3.6	----	29/563	231/ 8.3	11.5	10.2	88	1.4	7	150	WLAP
8. WLFX-F	(CHR)	11/ 2.3	5.6	7.9	9.5	10.6	----	26/491	297/10.6	19.6	24.4	83	5.3	26	622	WLFX-F
9. WBBE	(BB)	10/ 2.1	3.4	2.7	3.0	3.4	----	12/155	109/ 3.9	5.4	3.6	71	1.0	5	94	WBBE
10. WJMM-F	(REL)	9/ 1.9	2.0	1.7	2.8	2.9	----	9/236	196/ 7.0	6.3	7.5	116	2.1	10	213	WJMM-F
11. WMGB-F	(AC)	8/ 1.7	2.2	3.7	3.8	5.0	----	9/346	296/10.6	11.1	12.2	153	1.8	9	180	WMGB-F
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 81.28% (330 of 406) (SPG 88: 70.99%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WCKU-F>>	1 WKQQ-F<	1 WLAP-F<	1 WVLK-F	1 WVLK-F	1 WVLK-F>>	1 WVLK-F>	1 WVLK-F>	1 WVLK-F	1 WKQQ-F	1 WVLK-F
2 WLAP-F>>	2 WLAP-F>	2 WKQQ-F<	2 WLAP-F	2 WLAP-F	2 WVLK >	2 WLAP-F	2 WLAP-F	2 WLAP-F<	2 WCKU-F	WKQQ-F
3 WKQQ-F	3 WVLK-F>	3 WVLK-F>>	3 WKQQ-F>>	3 WKQQ-F>>	3 WLAP-F>	3 WKQQ-F	3 WKQQ-F>	3 WKQQ-F>	3 WLAP-F	3 WLAP-F>
4	4 WCKU-F	4 WCKU-F	4 WCKU-F	4 WCKU-F	4 WLAP	4 WVLK >	4 WCKU-F	4 WCKU-F>	4 WVLK-F>>	4 WVLK
5	5	5 WCOZ-F	5 WCOZ-F	5 WCOZ-F	5 WKQQ-F	5 WCKU-F	5 WCOZ-F	5 WVLK	5 WVLK	5 WCKU-F>>
				6 WVLK >>	WCOZ-F		6 WVLK	6 WCOZ-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLAP-F>	1 WLAP-F>>	1 WLAP-F>>	1 WLAP-F>	1 WLAP-F	1 WKQQ-F>>	1 WKQQ-F>>	1 WKQQ-F>	1 WKQQ-F>	1 WVLK-F
2 WVLK-F>	2 WVLK-F	2 WKQQ-F	2 WVLK-F>	2 WVLK-F>	2 WLAP-F>	2 WLAP-F<	2 WVLK-F	2 WVLK-F>	2 WKQQ-F>
3 WCKU-F	WCKU-F	WCKU-F>	3 WCKU-F	3 WCKU-F	3 WVLK-F>>	3 WVLK-F>>	3 WLAP-F>>	3 WLAP-F>>	3 WLAP-F>>
4 WKQQ-F	4 WKQQ-F>	4 WVLK-F>	4 WKQQ-F	4 WKQQ-F	4	4 WLFX-F	4	4	4
WCOZ-F>>	5 WCOZ-F>>	5 WCOZ-F>	5 WCOZ-F>	WCOZ-F	5	5	5	5	5
				6 WVLK >>					

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		87 (2)	87 (2)	21.4	25.1
AOR/CLASSIC		66 (1)	66 (1)	16.3	16.6
AC/OLDIES/SOFT ROCK	23 (2)	31 (2)	54 (4)	13.3	13.0
MOR/VARIETY	31 (1)		31 (1)	7.6	17.7
COUNTRY	7 (1)	94 (1)	101 (2)	24.9	18.8
BLACK/URBAN		43 (1)	43 (1)	10.6	
BEAUTIFUL/EASY					0.8
NEWS/TALK					
NOSTALGIA	10 (1)		10 (1)	2.5	3.0
RELIGION/GOSPEL	5 (1)	9 (1)	14 (2)	3.4	5.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	76 (6)	330 (8)	406 (14)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCGW	770	Nicholasvl/Lex	1.1/4.0
WLXG	1300	Lexington	1.5/5.6
WNVL	1250	Nicholasville	1.5/1.6

RADIO STATIONS

WBBE, 1580, 10 KW/45 W (DA-1) , NOSTALGIA	, $ 14.00 (Republic)	Audubon (GEORGETOWN)	Barry Brown
WLAP, 630, 5 KW/1 KW (DA-2) , OLDIES	CBS, US 2, $ 17.00 (Mc-Guild)	Trumper	Dan Dorsett
WLXG, 1300, 2.5 KW/1 KW (DA-N) , OLDIES	NBC, $ 14.00 (HNWH)	Martin	---
WVLK, 590, 5 KW/1 KW (DA-2) , MOR	ABC I, $ 40.00 (Katz)	Bluegrass	Ralph Hacker
WCGW, 770, 1 KW (DAYS) , GOSPEL	, $ 10.00 (---)	Mortenson (NICHOLASVILLE)	D. Smith
WCKU-F, 102.5, 2 KW @ 350, BLACK	, $ 20.00 (---)	(NICHOLASVILLE)	---
WCOZ-F, 96.7, 3 KW @ 300, SOFT AC	NBC, $ 19.00 (HNWH)	Martin (PARIS)	David Curtis
WJMM-F, 106.3, 3 KW @ 316, RELIGION	, $ 15.00 (---)	Mortenson	Ed Wright
WKQQ-F, 98.1, 100 KW @ 551, AOR	, $ 50.00 (Christal)	Village	Keith Yarber
WLAP-F, 94.5, 100 KW @ 660, CHR	, $ 48.00 (Mc-Guild)	Trumper	Dan Dorsett
WLFX-F, 100.1, 1 KW @ 460, CHR	, $ 25.00 (Durpetti)	Premier (WINCHESTER)	Gary Jensen
WMGB-F, 103.1, 3 KW @ 300, AC	, $ 18.00 (Republic)	Audubon (GEORGETOWN)	Barrry Brown
WVLK-F, 92.9, 100 KW @ 854, COUNTRY	, $ 60.00 (Katz)	Bluegrass	Ralph Hacker

MISCELLANEOUS COMMENTS: WFMI-F changes calls to WLFX (Feb.)...WNLV, WCKU-F (Nicholasville) sold for $1,050,000.. WBBE, WMGB-F (Lexington) sold be Audubon for $1,830,000 (Sailors).

LINCOLN

Arbitron Rank/Pop (12+): 168/177,100

MSA Rank/Pop: 203/207,900
ADI # 94
Average Person Ratings: 18.3
Market TSL: 24.25 hours

Stations: 20/12
Diaries: 586/302:1/60.5%
Sample Target: 550
% Below Line: 7.1
% Not Listed: 12.0

1988 Revenue: $7,600,000
HH Inc.: $36,788
Retail $: 1.3 Bil
Pop per Station: 14,758
#1 Biller: KFOR $1,700,000

12+ METRO		1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KFRX-F	(CHR)	41/12.7	----	11.7	----	14.7	----	59/743	517/29.2	26.4	33.0	54	18.9	55	608	KFRX-F
2. KFOR	(MOR)	37/11.4	----	12.8	----	10.1	----	38/477	454/25.6	25.0	24.1	84	9.6	28	412	KFOR
3. KFMQ-F	(AOR)	35/10.8	----	9.6	----	15.3	----	43/474	370/20.9	21.4	28.7	123	12.4	36	494	KFMQ-F
4. KZKX-F	(C)	30/ 9.3	----	6.7	----	4.9	----	49/483	283/16.0	12.1	7.7	109	10.7	31	440	KZKX-F
KLDZ-F	(O)	30/ 9.3	----	10.3	----	11.4	----	40/474	364/20.6	20.4	25.0	138	7.6	22	355	KLDZ-F
6. KTGL-F	(AOR)	22/ 6.8	----	11.3	----	----	----	28/408	307/17.3	19.7	0.0	109	7.2	21	298	KTGL-F
7. KHAT-AF	(AC)	17/ 5.2	----	8.5	----	7.5	----	20/285	276/15.6	11.3	14.4	133	4.1	10	180	KHAT-AF
8. KEZG-F	(AC)	14/ 4.3	----	6.4	----	9.4	----	17/241	184/10.4	17.9	15.4	112	2.4	7	124	KEZG-F
9. KFAB	(MOR)	11/ 3.4	----	4.3	----	3.9	----	68/769	210/11.9	13.8	10.8	79	3.4	10	190	KFAB
KKNB-F	(AC)	11/ 3.4	----	----	----	----	----	19/325	219/12.4	0.0	0.0	94	3.1	9	209	KKNB-F
11. KLIN	(MOR)	10/ 3.1	----	3.9	----	5.2	----	11/263	219/12.4	11.8	13.2	103	2.7	8	185	KLIN
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 76.84% (219 of 285) (SPG 88: 72.87%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KFRX-F>>	1 KFMQ-F	1 KFMQ-F	1 KFMQ-F	1 KFMQ-F<	1 KFOR >>	1 KFOR >	1 KFMQ-F	1 KFMQ-F	1 KFRX-F>	1 KFRX-F
2 KKNB-F>	2 KFRX-F	2 KFRX-F	2 KLDZ-F	2 KLDZ-F	2 KLDZ-F	2 KFRX-F	2 KZKX-F<	2 KFRX-F>	2 KFMQ-F>	2 KZKX-F
3 KZKX-F>>	3 KTGL-F>	3 KZKX-F	3 KZKX-F	3 KZKX-F<	3 KZKX-F>	3 KZKX-F	3 KFRX-F<	3 KZKX-F	3 KZKX-F	3 KFOR >
4	4 KZKX-F	KLDZ-F	4 KFOR	4 KFOR	4 KFAB	4 KLDZ-F	4 KFOR	4 KLDZ-F	4 KLDZ-F	4 KLDZ-F
	5 KLDZ-F	5 KTGL-F	5 KTGL-F	5 KTGL-F	KLIN	5 KFMQ-F>	5 KLDZ-F	5 KFOR	KFOR	KEZG-F
					KEZG-F				6 KFAB	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KFRX-F>>	1 KFRX-F>>	1 KFMQ-F	1 KFRX-F>>	1 KLDZ-F	1 KFMQ-F>	1 KFMQ-F>	1 KFMQ-F>	1 KFMQ-F>	1 KFMQ-F
2 KTGL-F	2 KFMQ-F>	2 KFRX-F	2 KLDZ-F	2 KZKX-F	2 KZKX-F	2 KTGL-F>	2 KTGL-F>>	2 KTGL-F	2 KLDZ-F
KEZG-F>>	3 KLDZ-F	3 KLDZ-F	3 KZKX-F	KFRX-F	3 KTGL-F	3 KZKX-F	3 KHAT-AF	3 KZKX-F	3 KTGL-F
4	4 KTGL-F	4 KZKX-F>	KFMQ-F	KFMQ-F	KFRX-F	4 KHAT-AF	KLDZ-F	4 KLDZ-F	KFOR
5	KEZG-F	5 KTGL-F	5 KEZG-F	5 KFOR	5 KEFM-F	KFRX-F	5 KEZO-AF	5 KHAT-AF	5 KZKX-F
		KEZG-F		6 KEZG-F				6 KFOR	6 KHAT-AF

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		43 (2)	43 (2)	15.1	14.3
AOR/CLASSIC		66 (3)	66 (3)	23.2	25.6
AC/OLDIES/SOFT ROCK	5 (2)	78 (6)	83 (8)	29.1	20.9
MOR/VARIETY	58 (3)		58 (3)	20.4	22.9
COUNTRY	2 (1)	30 (1)	32 (2)	11.2	8.5
BLACK/URBAN					
BEAUTIFUL/EASY		2 (1)	2 (1)	0.7	7.0
NEWS/TALK	1 (1)		1 (1)	0.4	
NOSTALGIA					
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					0.8
UNKNOWN/OTHERS					
	66 (7)	219 (13)	285 (20)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
KLMS	1480	Lincoln	1.2/3.6
KCMO	810	Kansas City	0.3/1.9
KEFM-F	96.1	Omaha	1.9/6.2
KESY-F	104.5	Omaha	0.6/2.1
KEZO	1490	Omaha	
KEZO-F	92.3	Omaha	2.8/11.7
KOOR-F	99.9	Omaha	0.3/3.1
KQKQ-F	98.5	Council Bluffs	0.6/5.1
KRVN	880	Lexington	0.6/2.0

RADIO STATIONS

KFOR, 1240, 1 KW , MOR	ABC I, $	32.00 (Mc-Guild)	Summit		Roger Larson
KLIN, 1400, 1 KW , MOR	MBS, $	18.00 (Torbet)			Norton Warner
KLMS, 1480, 5 KW/1 KW(DA-2) , OLDIES	CBS, $	14.00 (Eastman)	Midwest		Roger Golder
KEZG-F, 107.3, 100 KW @ 550, SOFT AC	TRNSTR, MBS, $	18.00 (Torbet)			Mike Elliott
KFMQ-F, 101.9, 100 KW @ 180, AOR	SOURCE, $	27.00 (Eastman)	Midwest		---
KFRX-F, 102.7, 100 KW @ 500, CHR	, $	29.00 (Mc-Guild)	Summit		Roger Larson
KHAT-F, 106.3, 3 KW @ 145, AC	US 1, $	22.00 (Durpetti)	Marathon		Dan Charleston
KKNB-F, 104.1, 30 KW @ 620, AC	, $	16.00 (---)		(CRETE)	Doug Agnew
KLDZ-F, 95.1, 50 KW @ 248, OLDIES	, $	28.00 (Katz)			Harley Lampman
KTGL-F, 92.9, 100 KW @ 809, CLASSIC AOR	, $	19.00 (K & P)		(BEATRICE)	Mark O'Brien
KZKX-F, 98.9, 100 KW @ 610, COUNTRY	ABC D, $	22.00 (Republic)		(SEWARD)	Don Cavaleri

MISCELLANEOUS COMMENTS: KLIN-F changes calls to KEZG-F (Dec.)...KEZG changes from EZ to SOFT AC (Dec)...KLDZ-F sold to to Kempff for $2,400,000 (Chapman)...KFOR, KFRX-F sold by Summit to Arrow for $6,600,000

LITTLE ROCK

Arbitron Rank/Pop (12+): 82/420,300
MSA Rank/Pop: 96/515,300
ADI # 57
Average Person Ratings: 17.2
Market TSL: 22.75 hours

Stations: 16/16
Diaries: 859/489:1/58.8%
Sample Target: 800
% Below Line: 0.0
% Not Listed: 11.5

1988 Revenue: $13,200,000
HH Inc.: $32,274
Retail $: 3.4 Bil
Pop per Station: 26,268
#1 Biller: KSSN-F $3,700,000

12+ METRO		1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KSSN-F	(C)	149/20.7	20.3	20.3	20.6	15.5	20.5	295/3070	1542/36.7	30.3	26.1	117	22.0	155	1443	KSSN-F
2. KIPR-F	(B)	70/ 9.7	9.9	7.5	3.2	2.5	7.6	114/955	525/12.5	11.8	7.2	100	9.9	70	730	KIPR-F
3. KKYK-F	(CHR)	68/ 9.4	9.6	11.6	10.5	8.4	10.3	139/2235	1127/26.8	29.6	26.8	89	10.2	72	1123	KKYK-F
4. KEZQ-F	(EZ)	60/ 8.3	9.0	11.2	8.8	10.8	9.3	104/1323	701/16.7	18.2	17.7	101	7.2	51	506	KEZQ-F
5. KARN	(N/T)	57/ 7.9	7.6	6.2	6.8	6.1	7.1	65/829	643/15.3	14.4	12.8	63	5.2	37	421	KARN
6. KZOU-F	(CHR)	46/ 6.4	8.2	6.8	9.1	11.2	7.6	82/1656	915/21.8	18.0	23.0	70	9.5	67	1142	KZOU-F
7. KHLT-F	(O)	43/ 6.0	5.2	6.4	6.9	5.5	6.1	81/1045	612/14.6	16.6	15.3	162	6.2	44	590	KHLT-F
8. KMJX-F	(AOR)	38/ 5.3	5.6	5.7	4.9	9.0	5.4	69/1012	554/13.2	13.1	14.9	94	10.3	73	846	KMJX-F
9. KWTD-F	(B)	26/ 3.6	2.6	3.2	6.0	6.1	3.8	26/358	341/ 8.1	5.1	10.7	94	3.0	21	274	KWTD-F
10. KZLR-F	(AOR)	24/ 3.3	3.7	2.9	2.1	2.1	3.0	53/780	476/11.3	9.7	4.9	79	3.1	22	450	KZLR-F
KITA	(REL)	24/ 3.3	1.6	1.3	0.7	1.9	1.7	24/271	271/ 6.4	4.8	6.1	88	1.3	9	187	KITA
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 82.13% (524 of 638) (SPG 88: 83.99%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKYK-F	1 KSSN-F	1 KSSN-F>>	1 KSSN-F>>	1 KSSN-F>>	1 KSSN-F>	1 KSSN-F>>	1 KSSN-F>>	1 KSSN-F>>	1 KSSN-F	1 KSSN-F
2 KZOU-F>	2 KIPR-F	2 KIPR-F	2 KIPR-F	2 KIPR-F	2 KEZQ-F<	2 KARN	2 KEZQ-F>	2 KIPR-F	2 KIPR-F>	2 KIPR-F>>
3 KIPR-F	3 KKYK-F>	3 KKYK-F>	3 KHLT-F	KHLT-F	3 KARN >>	3 KKYK-F	3 KKYK-F	3 KKYK-F	3 KKYK-F	3 KARN
4	4 KZOU-F	4 KHLT-F	4 KKYK-F	4 KKYK-F	4 KHLT-F	4 KEZQ-F	4 KIPR-F<	4 KEZQ-F	4 KZOU-F>	4 KKYK-F
5	5 KMJX-F	5 KMJX-F	5 KEZQ-F	KEZQ-F	5	5 KIPR-F	5 KHLT-F	5 KHLT-F	5 KITA <	KEZQ-F
							6 KARN	6 KMJX-F	6 KWTD-F	6 KCON

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KIPR-F>	1 KIPR-F	1 KSSN-F	1 KSSN-F>	1 KSSN-F>>	1 KSSN-F>>	1 KSSN-F>	1 KIPR-F	1 KSSN-F>>	1 KSSN-F>>
2 KKYK-F	2 KSSN-F	2 KIPR-F	2 KIPR-F	2 KEZQ-F	2 KMJX-F	2 KIPR-F	2 KSSN-F	2 KIPR-F	2 KHLT-F
3 KSSN-F	3 KKYK-F>	3 KKYK-F	3 KKYK-F>	3 KIPR-F	3 KZLR-F	3 KMJX-F	3 KKYK-F	3 KKYK-F	3 KIPR-F
4 KZOU-F>	4 KZOU-F>	4 KHLT-F	4 KEZQ-F	4 KKYK-F	4 KKYK-F	KKYK-F	4 KHLT-F	4 KHLT-F	4 KKYK-F
5 KMJX-F>	5 KHLT-F	5 KZOU-F	5 KZOU-F	5 KHLT-F	5 KZOU-F	5 KZLR-F>	5 KZLR-F	5 KMJX-F	5 KARN
	6 KMJX-F	6 KMJX-F			KIPR-F>>	6 KZOU-F		6 KZLR-F	

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		114 (2)	114 (2)	17.9	20.1
AOR/CLASSIC		62 (2)	62 (2)	9.7	9.4
AC/OLDIES/SOFT ROCK	5 (1)	43 (1)	48 (2)	7.5	8.4
MOR/VARIETY					1.0
COUNTRY		149 (1)	149 (1)	23.4	22.2
BLACK/URBAN		96 (2)	96 (2)	15.0	13.6
BEAUTIFUL/EASY		60 (1)	60 (1)	9.4	14.3
NEWS/TALK	70 (2)		70 (2)	11.0	6.8
NOSTALGIA					
RELIGION/GOSPEL	35 (3)		35 (3)	5.5	3.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	4 (1)		4 (1)	0.6	0.8
	114 (7)	524 (9)	638 (16)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAAY	1090	Little Rock	0.6/3.0
KCON	1230	Conway	0.6/2.2
KHLT	1010	Little Rock	1.8/5.2
KMTL	760	Sherwood/LtlRck	1.0/2.0
KZOU	1250	Little Rock	0.7/2.2

RADIO STATIONS

KARN, 920, 5 KW (DA-2), NEWS/TALK	CBS, $	32.00 (Banner)		Ted Snider
KHLT, 1010, 10 KW/5 KW (DA-N), TALK	, $	20.00 (Christal)	Signal	Terrell Methany
KITA, 1440, 5 KW/50 W, RELIGION	, $	13.00 (---)		Gary Vaile
KEZQ-F, 100.3, 44 KW @ 1369, BTFL/EZ	US 2, $	37.00 (Eastman)		Wally Tucker
KHLT-F, 94.1, 100 KW @ 760, AC	, $	39.00 (Christal)	Signal	Terrell Methany
KIPR-F, 92.3, 100 KW @ 938, BLACK	, $	23.00 (Banner)	(PINE BLUFF)	Michael Gypins
KKYK-F, 103.7, 96 KW @ 1510, CHR	, $	50.00 (Banner)	Sheppard	---
KMJX-F, 105.1, 79 KW @ 1054, AOR	ABC R, $	38.00 (HNWH)	Coastal	Richard Booth
KSSN-F, 95.7, 100 KW @ 1664, COUNTRY	ABC E, $	85.00 (Katz)	Southern Skies	Jerry Atchley
KWTD-F, 106.3, 3 KW @ 290, BLACK	MBS, $	21.00 (Roslin)	(LONOKE)	Thessia Dunn
KZLR-F, 94.9, 100 KW @ 1843, AOR	, $	25.00 (Durpetti)	South. Skies (P.BLUFF)	Steve McNamara
KZOU-F, 98.5, 99 KW @ 860, CHR	, $	35.00 (Christal)		Hal Smith

LOS ANGELES

Arbitron Rank/Pop (12+): 2/9,086,100
MSA Rank/Pop: 2/11,700,000
ADI # 2
Average Person Ratings: 18.4
Market TSL: 24.00 hours

Stations: 46/45
Diaries: 4293/2116:1/46.00%
Sample Target: 3440
% Below Line: 0.4
% Not Listed: 8.8

1988 Revenue: $334,000,000
HH Inc.: $37,900
Retail $: 83.6 Bil
Pop per Station: 201,913
#1 Biller: KABC $33,000,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KPWR-F (CHR)	1184/ 7.1	6.4	7.2	7.4	7.4	7.0	1278/18248	16448/18.1	18.8	18.6	75	8.4	1325	16884	KPWR-F
2. KOST-F (AC)	1012/ 6.1	5.6	5.4	5.0	4.6	5.5	1184/17589	14902/16.4	14.7	12.9	116	4.8	757	9007	KOST-F
3. KABC (T)	869/ 5.2	4.9	5.3	5.7	6.2	5.3	954/13265	11553/12.7	12.5	13.3	63	4.6	728	8532	KABC
4. KIIS-AF (CHR)	863/ 5.2	7.1	6.5	6.9	6.5	6.4	1031/21183	17869/19.7	18.9	19.3	90	7.4	1169	19158	KIIS-AF
5. KQLZ-F (CHR)	721/ 4.3	2.7	2.8	2.6	2.4	3.1	941/14510	11411/12.6	8.5	7.0	81	4.4	688	8364	KQLZ-F
6. KBIG-F (AC)	715/ 4.3	4.0	3.3	4.2	3.4	4.0	828/11800	9832/10.8	9.6	8.8	123	2.8	435	4819	KBIG-F
7. KJOI-F (EZ)	676/ 4.1	4.5	4.6	4.1	4.2	4.3	739/9266	8589/ 9.5	9.5	9.6	68	3.4	539	5552	KJOI-F
8. KLOS-F (AOR)	626/ 3.8	4.6	3.6	4.3	4.3	4.1	836/12481	9363/10.3	10.0	10.9	134	5.4	855	8416	KLOS-F
9. KNX (N)	549/ 3.3	3.6	3.5	3.1	2.9	3.4	707/15052	11791/13.0	13.5	11.1	88	2.5	387	6385	KNX
10. KRTH-F (O)	519/ 3.1	3.3	3.2	3.1	3.7	3.2	706/12328	9292/10.2	12.2	11.9	145	3.5	545	7371	KRTH-F
11. KFWB (N)	494/ 3.0	2.9	3.1	3.3	2.7	3.1	518/12310	11415/12.6	12.9	11.6	63	2.9	457	7469	KFWB
12. KTWV-F (J/NA)	424/ 2.5	3.4	3.3	3.0	1.7	3.0	493/8981	7742/ 8.5	8.5	6.7	152	2.2	343	5097	KTWV-F
KMPC (BB)	424/ 2.5	2.3	2.1	2.0	2.4	2.2	526/8311	6753/ 7.4	7.7	6.7	64	1.9	297	3849	KMPC
14. KTNQ (SP)	412/ 2.5	1.6	2.8	2.7	4.2	2.4	432/4882	4548/ 5.0	5.2	6.2	120	2.3	368	3842	KTNQ
15. KROQ-F (AOR)	390/ 2.3	3.0	3.2	3.4	3.4	3.0	459/7724	6628/ 7.3	9.4	9.8	57	3.3	523	8179	KROQ-F
16. KJLH-F (B)	365/ 2.2	2.3	2.3	1.6	1.6	2.1	375/5572	5385/ 5.9	5.7	5.4	105	3.7	579	6297	KJLH-F
17. KWKW (SP)	363/ 2.2	2.3	1.3	1.5	1.9	1.8	368/3516	3446/ 3.8	2.5	3.4	141	1.7	272	3657	KWKW
18. KZLA-F (C)	329/ 2.0	2.3	2.6	2.1	2.1	2.3	371/5599	4924/ 5.4	5.9	4.6	125	2.5	399	4034	KZLA-F
KODJ-F (O)	329/ 2.0	1.1	1.2	1.3	1.3	1.4	465/8208	6285/ 6.9	4.9	5.5	150	1.9	305	4501	KODJ-F
20. KLVE-F (SP)	301/ 1.8	2.3	2.8	2.7	3.1	2.4	347/4915	4261/ 4.7	6.0	5.8	128	2.0	321	4316	KLVE-F
21. KLSX-F (AOR)	294/ 1.8	2.5	2.3	3.1	2.7	2.4	345/7755	6760/ 7.4	8.3	8.8	139	2.2	347	5837	KLSX-F
22. KFI (T)	292/ 1.8	1.3	1.3	1.4	1.4	1.4	431/8005	5568/ 6.1	4.8	5.2	83	1.3	198	3934	KFI
23. KDAY (B)	256/ 1.5	0.6	1.2	1.6	1.5	1.2	259/3806	3691/ 4.1	3.5	4.2	33	1.5	229	3813	KDAY
24. KFAC-F (CL)	242/ 1.5	1.6	1.5	1.4	1.4	1.5	282/5362	4573/ 5.0	5.3	5.1	87	1.6	245	3336	KFAC-F
25. KACE-F (B)	217/ 1.3	0.9	1.4	1.0	0.9	1.1	217/3496	3431/ 3.8	4.6	3.1	115	1.6	[illegible]	3815	KACE-F
26. KKGO-AF (J/NA)	208/ 1.2	1.1	1.0	1.5	1.0	1.2	238/4195	3367/ 3.7	3.4	3.8	125	1.1	174	2278	KKGO-AF
27. KLAC (C)	207/ 1.2	1.2	1.0	1.0	1.6	1.1	249/5772	4653/ 5.1	3.5	5.8	100	1.1	167	2765	KLAC
28. KSKQ (SP)	174/ 1.0	1.1	1.2	1.6	1.4	1.2	176/2099	2059/ 2.3	2.4	2.6	130	0.9	138	2140	KSKQ
KNAC-F (AOR)	174/ 1.0	1.4	1.6	1.0	1.1	1.3	191/3185	2917/ 3.2	3.5	3.3	60	1.8	282	2362	KNAC-F
30. KSKQ-F (SP)	160/ 1.0	0.4	0.9	0.6	1.0	0.7	160/2256	2245/ 2.5	2.6	2.3	100				KSKQ-F
KALI (SP)	160/ 1.0	1.2	0.8	0.6	1.2	0.9	162/1912	1865/ 2.1	2.4	2.7	90	0.7	113	1781	KALI
32.															
33.															
34.															
35.															

12+ FM SHARE (METRO): 66.95% (10191 of 15221) (SPG 88: 65.19%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPWR-F>>	1 KPWR-F	1 KPWR-F	1 KOST-F	1 KOST-F>	1 KABC	1 KPWR-F<	1 KOST-F	1 KPWR-F	1 KPWR-F<	1 KABC >>
2 KIIS-AF	2 KOST-F	2 KOST-F	2 KPWR-F	2 KPWR-F	2 KJOI-F>	2 KABC	2 KPWR-F	2 KOST-F	2 KABC	2 KNX >>
3 KQLZ-F	3 KQLZ-F	3 KIIS-AF	3 KLOS-F<	KBIG-F<	3 KNX	3 KIIS-AF	3 KBIG-F	3 KIIS-AF	3 KOST-F>	3 KOST-F
4 KDAY >	4 KIIS-AF<	4 KLOS-F	4 KBIG-F	4 KLOS-F	4 KFWB <	KLOS-F	4 KJOI-F	4 KQLZ-F<	4 KQLZ-F	4 KFWB >>
5 KROQ-F>	5 KLOS-F>	5 KQLZ-F	5 KIIS-AF	5 KIIS-AF	5 KOST-F	5 KOST-F<	5 KIIS-AF	5 KBIG-F	5 KIIS-AF>	5 KFI >>
6 KOST-F	6 KROQ-F<	KBIG-F	6 KRTH-F	6 KRTH-F	KBIG-F	6 KNX	6 KABC	6 KJOI-F	6 KROQ-F<	6 KPWR-F>>
7 KJLH-F	7 KBIG-F	7 KRTH-F	7 KTWV-F	7 KTWV-F	7 KMPC >	7 KFWB	7 KQLZ-F	7 KLOS-F	7 KBIG-F	7 KIIS-F
8 KNAC-F	8 KRTH-F	8 KTWV-F	8 KQLZ-F	8 KQLZ-F	8 KTWV-F<	8 KJOI-F	8 KRTH-F	8 KNX <	8 KNX	8 KROQ-F
9	9 KTNQ	9 KJLH-F	9 KWKW	9 KABC	9 KRTH-F	9 KBIG-F	9 KLOS-F	9 KRTH-F	KJLH-F	9 KJOI-F
10	10 KLSX-F	10 KTNQ	10 KTNQ	10 KWKW	10 KZLA-F	10 KQLZ-F	10 KTNQ	10 KABC	10 KTWV-F	10 KTWV-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KPWR-F>	1 KOST-F	1 KOST-F>	1 KOST-F	1 KOST-F>
2 KIIS-AF	2 KPWR-F	2 KIIS-AF>	2 KPWR-F	2 KBIG-F
3 KOST-F	3 KIIS-AF>	3 KPWR-F	3 KIIS-AF	3 KIIS-AF
4 KQLZ-F	4 KQLZ-F	KBIG-F	4 KBIG-F>	4 KPWR-F>
5 KBIG-F	KBIG-F>	5 KRTH-F<	5 KQLZ-F	5 KRTH-F
6 KROQ-F	6 KJLH-F	6 KQLZ-F	6 KRTH-F<	6 KJOI-F
7 KJLH-F>	7 KRTH-F	7 KWKW <	7 KJLH-F	7 KTWV-F
8 KDAY	KROQ-F	8 KTWV-F	8 KTWV-F	8 KABC <
9 KLVE-F	9 KACE-F<	9 KLOS-F	9 KWKW <	9 KWKW
10 KACE-F	10 KLOS-F	KJLH-F	10 KODJ-F	10 KODJ-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KPWR-F	1 KLOS-F	1 KLOS-F>	1 KLOS-F	1 KLOS-F>
2 KQLZ-F	2 KQLZ-F	2 KQLZ-F	2 KPWR-F	2 KRTH-F<
3 KLOS-F<	KPWR-F>	3 KPWR-F>	3 KQLZ-F	3 KPWR-F
4 KROQ-F	4 KIIS-AF	4 KTNQ <	4 KRTH-F	4 KTWV-F
5 KIIS-AF>	KROQ-F	5 KLSX-F	5 KIIS-AF	KQLZ-F
6 KOST-F	6 KOST-F	6 KRTH-F	6 KOST-F	6 KTNQ
7 KNAC-F	7 KTNQ	7 KOST-F	7 KTWV-F	7 KNX <
8 KDAY	KLSX-F	8 KWKW	KTNQ <	8 KOST-F
9 KJLH-F	9 KRTH-F>	9 KIIS-AF	9 KLSX-F	KBIG-F
10 KLSX-F	10 KWKW	KBIG-F	10 KROQ-F	KABC

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP	43 (1)	2787 (4)	2830 (5)	18.6	8.5
AOR/CLASSIC		1484 (4)	1484 (4)	9.7	12.6
AC/OLDIES/SOFT ROCK	288 (2)	2698 (5)	2986 (7)	19.6	21.8
MOR/VARIETY					
COUNTRY	207 (1)	390 (2)	597 (3)	3.9	3.6
BLACK/URBAN	393 (2)	582 (2)	975 (4)	6.4	13.9
BEAUTIFUL/EASY		676 (1)	676 (1)	4.4	5.3
NEWS/TALK	2301 (5)		2301 (5)	15.1	12.7
NOSTALGIA	424 (1)		424 (1)	2.8	3.1
RELIGION/GOSPEL		163 (2)	163 (2)	1.1	1.6
SPANISH	1109 (4)	537 (3)	1646 (7)	10.8	9.8
CLASSICAL		242 (1)	242 (1)	1.6	1.4
JAZZ/NEW AGE		632 (2)	632 (2)	4.2	5.7
UNKNOWN/OTHERS	265 (4)		265 (4)	1.7	
	5030 (20)	10191 (26)	15221 (46)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KEDG-F	101.9	Glendale	0.7/2.7
KGFJ	1230	Los Angeles	0.8/1.9
KGIL	1260	SAN FERNANDO	0.6/1.5
KGRB	900	West Covina	0.6/1.1
KIEV	870	Glendale	0.4/1.8
KIKF-F	94.3	GARDEN GROVE	0.4/0.9
KKLA-F	99.5	Los Angeles	0.6/1.9
KMAX-F	107.1	Arcadia/LA	0.5/1.1
KRLA	1110	Pasadena	0.9/4.2
KRTH	930	Los Angeles	0.8/3.2
KTYM	1460	INGLEWOOD	0.3/0.6
KWIZ	1480	SANTA ANA	0.3/0.8
KYMS-F	106.3	SANTA ANA	0.3/1.4
KAVS-F	97.7	MOJAVE/LANCASTR	0.4/0.7

RADIO STATIONS

KABC,	790,	5 KW (DA-N)	, TALK	ABC I, ABC T,	$ 410.00 (Katz)	Cap Cities/ABC		George Green
KALI,	1430,	5 KW (DA-2)	, HISPANIC	,	$ 90.00 (Katz)	United	(SAN GABRIEL)	Raul Ortal
KBRT,	740,	10 KW (DAYS, DA)	, RELIGION		50.00 (---)		(AVALON)	Jim Graves
KDAY,	1580,	50 KW (DA-2)	, BLACK	NBN,	$ 100.00 (Roslin)	Heritage	(SANTA MONICA)	Ed Kerby
KFI ,	640,	50 KW	, TALK	MBS,	$ 150.00 (Christal)	Cox		Howard Neal
KFWB,	980,	5 KW	, NEWS	NBC, UPI,	$ 300.00 (Group W)	Westinghouse		Chris Claus
KGFJ,	1230,	1 KW	, BLACK OLDIES	SBN, SMN,	$ 70.00 (Roslin)			Bill Shearer
KLAC,	570,	5 KW (DA-N)	, COUNTRY	ABC D,	$ 130.00 (Eastman)	Malrite		Norm Epstein
KMPC,	710,	50 KW/10 KW (DA-N)	, NOSTALGIA/MOR	,	$ 270.00 (Durpetti)	Golden West		Bill Ward
KNX ,	1070,	50 KW	, NEWS	CBS,	$ 340.00 (CBS)	CBS		George Nicholaw
KRLA,	1110,	50 KW (DA-2)	, OLIDES	,	$ 100.00 (MMR)	Greater Media		Bob Moore
KRTH,	930,	5 KW (DA-N)	, OLDIES	US 2,	$ N/A (Republic)	Beasley		Pat Norman
KSKQ,	1540,	50 KW/10 KW (DA-2)	, HISPANIC	,	$ 100.00 (SBS)	SBS		Jose Grimalt
KTNQ,	1020,	50 KW (DA-2)	, HISPANIC	CRC,	$ 165.00 (Caballero)	Heftel		Ken Wolt
KWKW,	1330,	5 KW (DA-N)	, HISPANIC	,	$ 120.00 (Lotus)	Lotus		Jose Cabrera

FM STATIONS

KACE,	103.9,	1.6 KW @ 390,	BLACK	APR,	$ 85.00 (K & P)	All Pro	(INGLEWOOD)	Ricky Tatum
KBIG,	104.3,	105 KW @ 2890,	AC	,	$ 280.00 (CBS)	Bonneville		Kari Johnson Winston
KEDG,	101.9,	2.5 KW @ 2848,	SOFT AC	,	$ 100.00 (Durpetti)	Golden West	(GLENDALE)	Bill Ward
KFAC,	92.3,	39 KW @ 2835,	CLASSICAL	,	$ 200.00 (Mc-Guild)	Evergreen		Jim DeCastro
KFSG,	96.3,	54 KW @ 480,	RELIGION		40.00 (---)			Allan Bowles
KGIL,	94.3,	3 KW @ -180,	AC	APR,TALKNT,	$ 50.00 (HNWH)	Buckley		R. McGeary
KIIS,	102.7,	8 KW @ 2790,	CHR	,	$ 550.00 (Mc-Guild)	Gannett		Lynn Anderson-Powell
KJLH,	102.3,	3 KW @ 300,	BLACK	,	$ 117.00 (Roslin)		(COMPTON)	Karen Slade
KJOI,	98.7,	75 KW @ 1180,	EZ	,	$ 285.00 (Banner)	Command		Bob Griffith
KKGO,	105.1,	18 KW @ 2900,	JAZZ	APR,	$ 110.00 (CMBS)			Saul Levine
KLOS,	95.5,	63 KW @ 3129,	AOR	ABC R,	$ 312.00 (Katz)	Cap Cities/ABC		Bill Sommers
KLSX,	97.1,	55 KW @ 770,	CLASSIC AOR	,	$ 300.00 (MMR)	Greater Media		Bob Moore
KLVE,	107.5,	60 KW @ 2800,	HISPANIC	,	$ 175.00 (Caballero)	Heftel		Ken Wolt
KMAX,	107.1,	3 KW @ -13,	HISPANIC	,	$ 60.00 (---)	Douglas	(ARCADIA)	Darby Cunningham
KNAC,	105.5,	1.6 KW @ 400,	AOR	ABC F,	$ 120.00 (---)		(LONG BEACH)	Gary Price
KODJ,	93.1,	28 KW @ 3496,	OLDIES	RADRAD,	$ 200.00 (CBS)			Charlie Seraphin
KOST,	103.5,	13 KW @ 3100,	AC	,	$ 410.00 (Christal)	Cox		Howard Neal
KPWR,	105.9,	72 KW @ 770,	CHR/URBAN	,	$ 425.00 (HNWH)	Emmis		Phil Newmark
KQLZ,	100.3,	5 KW @ 3060,	CHR/AOR	SOURCE,	$ 600.00 (Eastman)	Westwood One		Simon T.
KROQ,	106.7,	6 KW @ 1388,	AOR	,	$ 300.00 (Torbet)	Infinity		---
K[illegible]	101.1,	51 KW @ 3130,	OLDIES	US 2,	$ 350.00 (Republic)	Beasley		Pat Norman
[illegible]	97.9,	79 KW @ 420,	HISPANIC	,	$ 120.00 (SBS)	SBS		Jose Grimalt
KTWV,	94.7,	55 KW @ 2952,	JAZZ/NAC	,	$ 260.00 (Banner)	Legacy		Allan Chlowitz
KZLA,	93.9,	49 KW @ 720,	COUNTRY	,	$ 225.00 (Eastman)	Malrite		Norm Epstein

CALL LETTER CHANGES

KMPC-F changes to KEDG (March)
KNX-F changes to KODJ (March)
KIQQ-F changes to KQLZ (March)

FORMAT CHANGES

KQLZ from SOFT AC to CHR/AOR (Mar.)
KODJ from AOR to OLDIES (March)
KEDG from AOR to SOFT AC (March)

STATION SALES

KALI sold by United to TA/Shaw for $_____ (Americom). KORG, KEZY-F (Anaheim) sold by Sullivan to ML/WIN for $15,125,000 (MVP).

LOUISVILLE

Arbitron Rank/Pop (12+): 49/791,500	Stations: 19/17	1988 Revenue: $23,100,000
	Diaries: 1234/641:1/52.8%	HH Inc.: $30,919
MSA Rank/Pop: 51/960,300	Sample Target: 1200	Retail $: 7.0 Bil
ADI # 45	% Below Line: 0.7	Pop per Station: 46,558
Average Person Ratings: 15.7	% Not Listed: 8.3	#1 Biller: WHAS $6,000,000
Market TSL: 20.75 hours		

12+ METRO		1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WAMZ-F	(C)	202/16.3	17.1	17.2	17.8	16.1	17.1	291/3087	2122/26.8	28.5	27.1	121	17.6	238	1846	WAMZ-F
2. WDJX-AF	(CHR)	190/15.3	12.2	9.6	10.7	12.6	12.0	268/3178	2224/28.1	23.1	26.6	73	15.6	200	2289	WDJX-AF
3. WHAS	(MOR)	152/12.2	14.8	15.0	17.5	15.4	14.9	195/3112	2239/28.3	31.4	32.2	102	11.8	160	2048	WHAS
4. WQMF-F	(AOR)	103/ 8.3	9.4	9.8	9.5	8.9	9.3	137/1763	1308/16.5	18.2	17.8	102	13.5	183	2007	WQMF-F
5. WLOU	(B)	88/ 7.1	7.4	3.9	3.5	3.2	5.5	89/774	744/ 9.4	6.8	7.6	115	8.0	108	1007	WLOU
6. WRKA-F	(AC)	75/ 6.0	6.4	6.3	4.3	6.6	5.8	75/1200	1162/14.7	15.9	17.8	148	4.6	62	930	WRKA-F
7. WVEZ-F	(AC)	73/ 5.9	6.7	7.1	6.9	6.9	6.7	81/1400	1178/14.9	15.5	16.8	124	6.8	92	1029	WVEZ-F
8. WLRS-F	(CHR)	68/ 5.5	4.2	6.0	6.6	5.8	5.6	69/1322	1262/15.9	18.8	18.9	71	5.3	71	1303	WLRS-F
9. WAVG	(MOR)	47/ 3.8	4.4	3.7	3.4	4.4	3.8	50/923	849/10.7	11.9	10.2	84	2.7	36	829	WAVG
10. WXVW	(BB)	37/ 3.0	1.9	2.3	3.0	2.5	2.5	37/487	487/ 6.2	4.2	5.0	10	1.9	26	342	WXVW
WLSY-F	(EZ)	37/ 3.0	1.9	6.2	4.7	5.9	3.9	39/569	506/ 6.4	9.6	10.6	113	1.5	20	381	WLSY-F
12. WXLN-F	(REL)	18/ 1.5	0.8	1.0	1.5	0.8	1.2	18/289	275/ 3.5	3.4	3.1	127	1.7	23	385	WXLN-F
WTMT	(C)	18/ 1.5	1.7	1.0	1.2	0.9	1.4	18/350	322/ 4.1	3.4	3.3	87	1.0	13	181	WTMT
14.																
15.																

12+ FM SHARE (METRO): 66.61% (758 of 1138) (SPG 88: 66.64%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDJX-AF>>	1 WDJX-AF>	1 WDJX-AF<	1 WAMZ-F>	1 WAMZ-F>	1 WAMZ-F	1 WHAS >	1 WAMZ-F	1 WAMZ-F	1 WDJX-AF>	1 WHAS
2 WLRS-F>	2 WQMF-F>	2 WAMZ-F>	2 WDJX-AF	2 WHAS	2 WHAS >>	2 WDJX-AF<	2 WDJX-AF	2 WDJX-AF>	2 WAMZ-F	2 WAMZ-F
3 WLOU	3 WAMZ-F	3 WQMF-F	3 WHAS	3 WDJX-AF	3 WVEZ-F	3 WAMZ-F>	3 WHAS	3 WHAS	3 WHAS	3 WLOU
4 WQMF-F>>	4 WLOU	4 WHAS,	4 WRKA-F	4 WRKA-F	4 WAVG	4 WQMF-F>	4 WQMF-F<	4 WQMF-F	4 WQMF-F	4 WQMF-F
5	5 WLRS-F	5 WLOU	5 WQMF-F	5 WQMF-F	5 WXVW	5 WLOU	5 WVEZ-F	5 WLRS-F<	5 WLRS-F<	WDJX-F
	6 WRKA-F	6 WRKA-F	6 WLOU	6 WLOU	6 WLSY-F	6 WVEZ-F	6 WLOU	6 WVEZ-F	6 WLOU	6 WXLN-F
							7 WRKA-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDJX-AF>>	1 WDJX-AF>>	1 WDJX-AF>	1 WDJX-AF>	1 WAMZ-F>	1 WDJX-AF>	1 WQMF-F<	1 WQMF-F	1 WAMZ-F	1 WAMZ-F>
2 WQMF-F	2 WQMF-F	2 WRKA-F	2 WAMZ-F>	2 WDJX-AF	2 WQMF-F	2 WDJX-AF	2 WAMZ-F	2 WQMF-F<	2 WHAS
3 WLRS-F>>	3 WRKA-F	3 WQMF-F	3 WRKA-F	3 WHAS	3 WAMZ-F	3 WAMZ-F	3 WLOU	3 WDJX-AF	3 WQMF-F
4 WVEZ-F	4 WLRS-F	4 WLOU	WQMF-F	4 WVEZ-F<	4 WLOU	4 WLOU >	4 WDJX-AF	4 WHAS	4 WRKA-F<
WLOU	5 WLOU	WAMZ-F	5 WVEZ-F	5 WRKA-F	5 WLRS-F>>	5 WLRS-F	5 WHAS	5 WLOU	5 WDJX-AF
6	6 WVEZ-F	6 WVEZ-F	6 WLOU	6 WLOU	6	6	6 WRKA-F	6 WRKA-F	6 WLOU
	7 WAMZ-F		WHAS	7 WQMF-F			7 WLRS-F>>		

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP	12 (1)	250 (3)	262 (4)	23.0	18.0
AOR/CLASSIC		103 (1)	103 (1)	9.1	9.6
AC/OLDIES/SOFT ROCK		148 (2)	148 (2)	13.0	17.8
MOR/VARIETY	204 (3)		204 (3)	17.9	21.4
COUNTRY	24 (2)	202 (1)	226 (3)	19.9	18.3
BLACK/URBAN	88 (1)		88 (1)	7.7	9.9
BEAUTIFUL/EASY		37 (1)	37 (1)	3.3	
NEWS/TALK					
NOSTALGIA	37 (1)		37 (1)	3.3	2.7
RELIGION/GOSPEL	15 (2)	18 (1)	33 (3)	2.9	2.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	380 (10)	758 (9)	1138 (19)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFIA	900	Louisville	0.3/1.5
WLLV	1240	Louisville	0.9/1.5
WWKY	790	Louisville	0.5/3.0
WLAP-F	94.5	Lexington	0.3/0.?
WLW	700	Cincinnati	0.4/1.1

RADIO STATIONS

WAVG, 970, 5 KW (DA-N)	, MOR	NBC, US 2, $ 33.00 (MMR)	Radio One	---
WDJX, 1080, 10 KW/1 KW (DA-2)	, SIMULCAST WITH WDJX-F			
WHAS, 840, 50 KW	, MOR	ABC I, $ 120.00 (Christal)	Clear Channel	Bob Scherer
WLOU, 1350, 5 KW/500 W (DA-N)	, BLACK	SBN, $ 40.00 (MMR)	Johnson	---
WTMT, 620, 500 W (DA-2)	, COUNTRY	, $ 14.00 (---)		Lee Stinson
WWKY, 790, 5 KW/1 KW (DA-2)	, COUNTRY	TRNSTR, $ 26.00 (Katz)	Wilkes-Schwartz	Frank Iorio
WXVW, 1450, 1 KW	, NOSTALGIA	SMN, $ 25.00 (K & P)		Charlie Jenkins
WAMZ-F, 97.5, 100 KW @ 505	, COUNTRY	, $ 96.00 (Christal)	Clear Channel	Bob Scherer
WDJX-F, 99.7, 24 KW @ 720	, CHR	, $ 65.00 (Republic)	Stoner	Bill Wells
WLRS-F, 102.3, 3 KW @ 300	, CHR/AOR	ABC R, $ 44.00 (Durpetti)	Radio One	---
WLSY-F, 101.7, 1 KW @ 400	, BTFL/EZ	, $ 30.00 (Banner)		---
KQMF-F, 95.7, 34 KW @ 580	, AOR	SOURCE, $ 56.00 (Eastman)		John Pageotting
WRKA-F, 103.1, 3 KW @ 300	, AC	, $ 53.00 (Banner)		---
WVEZ-F, 106.9, 24 KW @ 670	, SOFT AC	, $ 59.00 (Katz)	Wilkes-Schwartz	Frank Iorio
WXLN-F, 103.9, 1 KW @ 500	, RELIGION	, $ 18.00 (---)		Richard Lee

MISCELLANEOUS COMMENTS: WJYL-F changes calls to WLSY (Jan.)...WVEZ changes to WWKY (June)...WWKY changes from SOFT AC to COUNTRY (June)...WLSY changes from BLACK to BTFL (Jan.)...WFIA, WXLN-F sold for $2,100,000

LUBBOCK

Arbitron Rank/Pop (12+): 165/179,609	Stations: 15/14	1988 Revenue: $6,100,000
	Diaries: 539/333:1/49.3%	HH Inc.: $30,358
MSA Rank/Pop: 189/223,200	Sample Target: 550	Retail $: 1.6 Bil
ADI # 151	% Below Line: 0.6	Pop per Station: 12,828
Average Person Ratings: 17.4	% Not Listed: 12.2	#1 Biller: KRLB-AF $1,800,000
Market TSL: 23.25 hours		

12+ METRO		1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KLLL-F	(C)	59/18.9	20.4	16.9	14.6	16.7	----	97/922	532/29.6	26.4	28.3	117	16.9	55	460	KLLL-F
2. KRLB-F	(CHR)	52/16.7	15.7	30.7	30.3	32.3	----	75/1169	709/39.5	45.3	50.2	92	20.6	67	793	KRLB-F
3. KZII-F	(CHR)	39/12.5	8.9	12.0	3.1	6.1	----	56/780	486/27.1	25.9	15.6	54	11.0	36	416	KZII-F
4. KFMX-F	(AOR)	33/10.6	9.6	10.9	12.5	10.9	----	34/462	397/22.1	18.3	18.1	92	11.0	36	371	KFMX-F
5. KTEZ-F	(AC)	20/ 6.4	6.7	4.9	8.4	7.5	----	29/384	267/14.9	14.4	17.0	142	4.6	15	219	KTEZ-F
6. KFYO	(C)	19/ 6.1	2.9	5.2	4.9	4.4	----	37/506	232/12.9	11.5	12.2	111	1.8	6	122	KFYO
7. KKIK-F	(C)	16/ 5.1	3.5	4.5	4.9	5.4	----	22/312	228/12.7	10.6	11.7	124	3.7	12	221	KKIK-F
8. KVOQ-F	(O)	10/ 3.2	3.2	1.1	0.7	----	----	17/194	141/ 7.9	2.6	0.0	159	3.4	11	150	KVOQ-F
9. KCAS	(BB)	6/ 1.9	1.0	1.1	2.4	2.0	----	7/83	60/ 3.3	1.9	2.0	0	0.3	1	34	KCAS
10. KJBX	(B)	5/ 1.6	2.6	0.7	0.7	----	----	11/128	86/ 4.8	3.4	3.5	144	9.2	30	268	KJBX

12+ FM SHARE (METRO): 85.77% (235 of 274) (SPG 88: 87.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZII-F	1 KRLB-F<	1 KRLB-F<	1 KLLL-F	1 KLLL-F>	1 KLLL-F>>	1 KLLL-F	1 KLLL-F>	1 KLLL-F>	1 KZII-F	1 KRLB-F>
2 KRLB-F>>	2 KFMX-F	2 KLLL-F>	2 KRLB-F>	2 KRLB-F>	2 KRLB-F	2 KRLB-F>>	2 KRLB-F>	2 KZII-F<	2 KRLB-F	2 KLLL-F>
3 KFMX-F>>	3 KZII-F	3 KFMX-F<	3 KFMX-F	3 KFMX-F	KFYO	3 KZII-F	3 KZII-F<	3 KRLB-F>	3 KFMX-F	3 KZII-F>
4	4 KLLL-F>>	4 KZII-F>>	4 KTEZ-F	4 KTEZ-F>	4 KTEZ-F	4 KFMX-F	4 KTEZ-F	4 KFMX-F	4 KLLL-F>	4 KFYO
	5	5	5 KZII-F	5 KZII-F	5 KKIK-F	5 KFYO	5 KFMX-F	5 KTEZ-F	5 KFYO >>	KFMX-F
				KFYO				6 KKIK-F		6 KLLL >>

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KZII-F	1 KRLB-F	1 KRLB-F>	1 KRLB-F	1 KLLL-F	1 KFMX-F	1 KFMX-F>>	1 KFMX-F>>	1 KFMX-F	1 KLLL-F
2 KRLB-F>>	2 KZII-F>	2 KLLL-F>	2 KLLL-F<	2 KRLB-F>	2 KZII-F	2 KLLL-F	2 KLLL-F>	2 KLLL-F	2 KFMX-F>
3 KFMX-F>	3 KLLL-F>	3 KZII-F>	3 KZII-F>>	3 KZII-F	3 KRLB-F>	3 KRLB-F	3 KRLB-F	3 KRLB-F>	3 KFYO
4 KLLL-F	4 KFMX-F>>	4 KTEZ-F>	4 KTEZ-F	KTEZ-F>	4 KLLL-F>	4 KZII-F	KFYO >	4 KZII-F	4 KRLB-F>
5	5 KTEZ-F	5 KFMX-F	KFMX-F	5 KKIK-F	5 KKIK-F>>	5	5 KTEZ-F	5 KKIK-F	5 KTEZ-F
								KFYO	

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		91 (2)	91 (2)	33.2	31.9
AOR/CLASSIC		33 (1)	33 (1)	12.0	23.7
AC/OLDIES/SOFT ROCK		34 (3)	34 (3)	12.4	9.7
MOR/VARIETY					
COUNTRY	22 (2)	75 (2)	97 (4)	35.4	24.9
BLACK/URBAN	5 (1)		5 (1)	1.8	
BEAUTIFUL/EASY					1.2
NEWS/TALK	2 (1)		2 (1)	0.7	0.4
NOSTALGIA	6 (1)		6 (1)	2.2	1.9
RELIGION/GOSPEL		2 (1)	2 (1)	0.7	1.2
SPANISH	4 (1)		4 (1)	1.5	3.1
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					1.9
	39 (6)	235 (9)	274 (15)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KJAK-F	92.9	Slaton/Lubbock	0.6/4.6
KLLL	1590	Lubbock	1.0/3.9
KLSC-F	104.7	Lamesa	1.3/6.5
KXTQ	950	Lubbock	1.3/3.8
KGNC	710	Amarillo	0.6/3.1

RADIO STATIONS

KCAS, 1050, 250 W (DAYS) , NOSTALGIA	SMN, $ 7.00 (---)		(SLATON)	Jerome Orr
KFYO, 790, 5 KW/1 KW (DA-2) , COUNTRY	CBS, $ 17.00 (Torbet)	Seaton		Bob Clark
KJBX, 580, 500 W/380 W , BLACK	ABC I, $ 13.00 (Christal)	Dowe		Dave Thompson
KXTQ, 950, 5 KW/500 W (DA-2), HISPANIC	, $ 12.00 (Katz Hisp.)	Bakke		Dan Gorman
KFMX-F, 94.5, 100 KW @ 850, AOR	SOURCE, $ 33.00 (Katz)			Scott Parsons
KJAK-F, 92.9, 3 KW @ 335, RELIGION	, $ 8.00 (---)		(SLATON)	Woody Van Dyke
KKIK-F, 93.7, 100 KW @ 736, COUNTRY	, $ 22.00 (Banner)	Bakke		Dan Gorman
KLLL-F, 96.3, 100 KW @ 850, COUNTRY	MBS, $ 40.00 (Eastman)	Pinnacle		Scott Harris
KLSC-F, 104.7, 100 KW @ 980, OLDIES	, $ 10.00 (---)		(LAMESA)	Bob Schneider
KRLB-F, 99.5, 100 KW @ 817, CHR	ABC I, $ 40.00 (Christal)	Dowe		Dave Thompson
KTEZ-F, 101.1, 100 KW @ 750, SOFT AC	TRNSTR, $ 23.00 (HNWH)	Lotus		Tom English
KVOQ-F, 98.1, 50 KW @ 300, OLDIES	, $ 14.00 (Republic)		(LORENZO)	---
KZII-F, 102.5, 100 KW @ 850, CHR	, $ 27.00 (Torbet)			Bob Clark

MACON

Arbitron Rank/Pop (12+): 138/234,900
Stations: 17/14
1988 Revenue: $7,600,000
Diaries: 688/341:1/54.2%
HH Inc.: $32,064
MSA Rank/Pop: 155/288,000
Sample Target: 600
Retail $: 2.0 Bil
ADI # 127
% Below Line: 3.1
Pop per Station: 16,778
Average Person Ratings: 17.8
% Not Listed: 10.6
#1 Biller: WAYS-F $2,400,000
Market TSL: 23.75 hours

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WDEN-AF (C)	87/20.9	----	20.9	----	14.9	----	174/1355	690/30.0	28.4	23.7	105				WDEN-AF
2. WAYS-F (CHR)	63/15.1	----	17.6	----	27.6	----	151/1565	810/34.5	39.2	46.2	89				WAYS-F
3. WPGA-F (B)	36/ 8.6	----	11.1	----	9.7	----	45/598	441/18.8	21.1	18.5	122				WPGA-F
WPEZ-F (AC)	36/ 8.6	----	8.3	----	6.1	----	50/533	393/16.7	15.5	16.5	157				WPEZ-F
5. WFXM-F (B)	30/ 7.2	----	8.1	----	1.8	----	37/488	382/16.3	14.2	6.6	58				WFXM-F
WDDO (REL)	30/ 7.2	----	7.6	----	5.1	----	31/264	254/10.8	10.7	12.3	76				WDDO
7. WMAZ (MOR)	27/ 6.5	----	5.3	----	6.4	----	31/438	332/14.1	12.3	12.7	65				WMAZ
8. WQBZ-F (AOR)	20/ 4.8	----	3.0	----	2.0	----	22/231	184/ 7.8	6.0	7.6	142				WQBZ-F
9. WIBB (B)	11/ 2.6	----	4.3	----	11.3	----	11/177	177/ 7.5	9.7	13.0	50				WIBB
10. WPPR-AF (AC)	9/ 2.2	----	1.0	----	0.5	----	10/180	163/ 6.8	3.9	4.2	18				WPPR-AF

12+ FM SHARE (METRO): 79.09% (295 of 373) (SPG 88: 76.82%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFXM-F	1 WAYS-F	1 WDEN-AF	1 WDEN-AF>	1 WDEN-AF>	1 WDEN-AF>>	1 WDEN-AF	1 WDEN-AF	1 WDEN-AF>	1 WDEN-AF	1 WDEN-F
2 WAYS-F>	2 WDEN-AF	2 WAYS-F>	2 WAYS-F	2 WPEZ-F	2 WDDO	2 WAYS-F>	2 WAYS-F	2 WAYS-F>	2 WFXM-F	2 WPGA-F
3 WPPR-AF	3 WPGA-F	3 WPGA-F	3 WPEZ-F	WAYS-F	3 WMAZ	3 WMAZ	3 WPEZ-F>	3 WPEZ-F<	3 WAYS-F>	3 WAYS-F
4 WPGA-F>	4 WQBZ-F	WPEZ-F	4 WPGA-F>	4 WPGA-F	WAYS-F	4 WPEZ-F	4 WPGA-F	4 WPGA-F	4 WPGA-F>	4 WFXM-F
5 WDEN-AF	5 WFXM-F	5	5 WQBZ-F	5	5 WPEZ-F>>	5 WPGA-F	5 WDDO	5 WFXM-F	5 WMAZ	WDDO

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDEN-AF	1 WDEN-AF	1 WPGA-F	1 WDEN-AF>	1 WDEN-AF>	1 WAYS-F>>	1 WAYS-F	1 WQBZ-F	1 WDEN-AF	1 WDEN-AF>
2 WFXM-F	2 WPGA-F	2 WDEN-AF	2 WAYS-F>	2 WAYS-F	2 WDEN-AF>	2 WQBZ-F>	2 WAYS-F>	2 WAYS-F>	2 WPEZ-F
3 WAYS-F	3 WAYS-F	3 WAYS-F	3 WPGA-F	3 WPEZ-F	3 WQBZ-F	3 WDEN-AF>	3 WDEN-AF	3 WQBZ-F	3 WAYS-F
4 WPGA-F>>	4 WFXM-F	4 WPEZ-F>>	WPEZ-F	4 WPGA-F	WFXM-F	4 WFXM-F	WPEZ-F	4 WPGA-F	4 WQBZ-F
5	5 WPEZ-F>>	5	5	5 WDDO >>	5 WPGA-F	5 WPGA-F	5	WPEZ-F	5 WPGA-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		63 (1)	63 (1)	16.9	18.9
AOR/CLASSIC		20 (1)	20 (1)	5.4	3.8
AC/OLDIES/SOFT ROCK		45 (2)	45 (2)	12.1	8.9
MOR/VARIETY	27 (1)		27 (1)	7.2	5.7
COUNTRY	2 (1)	85 (1)	87 (2)	23.3	22.4
BLACK/URBAN	16 (2)	68 (3)	84 (5)	22.5	33.2
BEAUTIFUL/EASY		6 (2)	6 (2)	1.6	
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL	33 (2)		33 (2)	8.8	4.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		8 (1)	8 (1)	2.1	2.4
	78 (6)	295 (11)	373 (17)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCOP	1350	Warner Robins	0.7/1.6
WQXM-F	107.1	Gordon	0.7/4.1
WXKO	1150	Fort Valley	1.2/1.9
WPCH-F	94.9	Atlanta	0.7/1.4
WVEE-F	103.3	Atlanta	0.5/2.6
WVFJ-F	93.3	Manchester	1.9/3.6

RADIO STATIONS

WDDO, 1240, 1 KW	, GOSPEL/BLACK	NBN, $	14.00 (Christal)			Wayne Sawyer
WIBB, 1280, 5 KW (DAYS)	, BLACK	SBN, $	17.00 (Republic)	Davis		Bill Chatman
WMAZ, 940, 50 KW/10 KW (DA-2)	, MOR	ABC I, $	24.00 (Katz)	Multimedia		Jim McLendon
WAYS-F, 99.1, 100 KW @ 648	, CHR	ABC F, $	60.00 (Katz)	Multimedia		Jim McLendon
WDEN-F, 105.3, 100 KW @ 777	, COUNTRY	NBC, $	49.00 (Mc-Guild)	Magic		Doug Grimm
WFXM-F, 100.1, 3 KW @ 300	, BLACK	SBN, $	16.00 (Republic)	Davis	(FORSYTH)	Bill Chatman
WPEZ-F, 107.9, 100 KW @ 680	, SOFT AC	APR, $	23.00 (Christal)			Wayne Sawyer
WPGA-F, 100.9, 2 KW @ 354	, BLACK	ABC C, $	19.00 (HNWH)		(PERRY)	Lowell Register
9QBZ-F, 106.3, 2 KW @ 415	, AOR	, $	13.00 (Banner)		(FORT VALLEY)	Dennis DeMichele

MANCHESTER

Arbitron Rank/Pop (12+): 176/161,400	Stations: 28/7	1988 Revenue: $8,000,000
	Diaries: 580/278:1/47.0%	HH Inc.: $40,191
MSA Rank/Pop: 246/149,300	Sample Target: 550	Retail $: 2.2 Bil
ADI # 127	% Below Line: 20.0	Pop per Station: 23,057
Average Person Ratings: 19.2	% Not Listed: 15.2	#1 Biller: WGIR-F $3,000,000
Market TSL: 25.5 hours		

12+ METRO		1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WGIR-F	(AOR)	35/11.3	----	9.9	----	13.8	----	74/1149	487/30.2	28.3	28.6	116	19.4	42	395	WGIR-F
2. WZID-F	(EZ)	34/11.0	----	17.2	----	10.9	----	60/710	369/22.9	22.3	20.1	99	9.3	20	191	WZID-F
3. WHOB-F	(CHR)	27/ 8.7	----	5.7	----	----	----	53/699	293/18.2	14.9	0.0	46	12.5	27	284	WHOB-F
4. WGIR	(N/T)	25/ 8.1	----	8.0	----	7.1	----	28/421	294/18.2	18.3	19.4	57	8.8	19	246	WGIR
5. WSSH-F	(AC)	17/ 5.5	----	5.7	----	9.2	----	51/613	270/16.7	13.7	21.4	135	5.1	11	112	WSSH-F
6. WOKQ-F	(C)	11/ 3.5	----	4.2	----	5.4	----	41/567	156/ 9.7	9.6	12.9	66	4.2	9	150	WOKQ-F
WBCN-F	(AOR)	11/ 3.5	----	4.6	----	5.0	----	22/358	182/11.3	7.8	11.1	146	4.2	9	89	WBCN-F
8. WFEA	(AC)	10/ 3.2	----	5.3	----	2.9	----	13/227	151/ 9.4	13.1	9.8	125	3.7	8	141	WFEA
9. WZOU-F	(CHR)	9/ 2.9	----	4.6	----	7.1	----	26/585	217/13.4	16.8	17.1	59	4.6	10	185	WZOU-F
WCGY-F	(AC)	9/ 2.9	----	2.3	----	0.8	----	20/428	140/ 8.7	6.5	4.4	100	1.9	4	104	WCGY-F

12+ FM SHARE (METRO): 80.61% (212 of 263) (SPG 88: 79.83%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHOB-F>>	1 WGIR-F>	1 WGIR-F>	1 WGIR-F>	1 WGIR-F	1 WGIR	1 WGIR	1 WGIR-F<	1 WZID-F	1 WHOB-F>	1 WGIR
2 WZOU-F>>	2 WHOB-F>	2 WZID-F	2 WZID-F>	2 WZID-F>	2 WZID-F>	2 WGIR-F	2 WZID-F>	2 WGIR-F	2 WGIR-F	2 WGIR-F>
3	3 WZID-F	3 WHOB-F	3 WSSH-F>	3 WSSH-F>	3 WSSH-F	3 WZID-F	3 WSSH-F	3 WHOB-F>	3 WZID-F	3 WHOB-F>
4	4 WCGY-F	4 WSSH-F	4 WBCN-F	4 WBCN-F	4 WOKQ-F	4 WHOB-F	4 WGIR	4 WGIR	4 WGIR >	4 WZOU-F
5	WBCN-F	5 WBCN-F	5 WODS-F	5	5 WGIR-F	5 WFEA	5 WHOB-F	5 WSSH-F	5 WBCN-F	WRKO

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WHOB-F	1 WGIR-F>	1 WGIR-F	1 WZID-F	1 WZID-F>
2 WGIR-F>	2 WZID-F	2 WZID-F>>	2 WGIR-F>	2 WGIR-F>
3 WZOU-F	3 WHOB-F>	3 WJYY-F	3 WHOB-F	3 WFEA
WXKS-F	4 WXKS-F	4	4 WSSH-F	4 WSSH-F
WCGY-F	WCGY-F	5	5 WXKS-F	WJYY-F
			WFEA	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHOB-F	1 WGIR-F>	1 WGIR-F>	1 WGIR-F>	1 WGIR-F>
2 WGIR-F>>	2 WHOB-F	2 WBCN-F>	2 WHOB-F	2 WSSH-F>
3 WCGY-F	3 WBCN-F>	3 WSSH-F	3 WBCN-F	3 WBCN-F
WBCN-F	4 WCGY-F	WCGY-F	4 WSSH-F	4
WZID-F>>	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		43 (3)	43 (3)	16.3	11.9
AOR/CLASSIC		55 (6)	55 (6)	20.9	23.0
AC/OLDIES/SOFT ROCK	10 (1)	57 (9)	67 (10)	25.5	24.7
MOR/VARIETY	7 (2)		7 (2)	2.7	2.1
COUNTRY		11 (1)	11 (1)	4.2	5.8
BLACK/URBAN					
BEAUTIFUL/EASY		46 (3)	46 (3)	17.5	20.2
NEWS/TALK	31 (2)		31 (2)	11.8	11.5
NOSTALGIA					0.8
RELIGION/GOSPEL	3 (1)		3 (1)	1.1	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	51 (6)	212 (22)	263 (28)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDER	1320	Derry	1.0/1.7
WJYY-F	105.5	Concord/Mnchstr	2.3/5.6
WKBR	1250	Manchester	1.0/3.7
WAAF-F	107.3	Worcester/Bostn	0.6/6.6
WBOS-F	92.9	Brookline/Bostn	1.0/3.4
WBZ	1030	Boston	1.3/7.4
WHEB-F	100.3	Portsmouth	0.6/2.3
WHOM-F	94.9	Mt.Wash/Portlnd	2.3/5.2
WJIB-F	96.9	Boston	1.6/4.0
WLYT-F	92.5	Haverhill/Bostn	0.6/6.2
WMJX-F	106.7	Boston	1.0/4.6
WODS-F	103.3	Boston	2.4/14.1
WRKO	680	Boston	1.9/6.2
WROR-F	98.5	Boston	1.9/5.8
WVBF-F	105.7	Framingham/Bstn	0.3/2.6
WXKS-F	107.9	Medford/Boston	2.3/7.7
WXLO-F	104.5	Fitchburg	1.3/9.0
WZLX-F	100.7	Boston	0.6/4.8

RADIO STATIONS

WFEA, 1370, 5 KW (DA-2) , AC	ABC E, $ 18.00 (Katz)	Sunshine	Jon Van Hoogenstyn
WGIR, 610, 5 KW/ 1 KW (DA-2), NEWS/TALK	NBC, ABC T, $ 37.00 (Banner)	Knight	Richard Ramirez
WKBR, 1250, 5 KW (DA-2) , MOR	SUN, $ 18.00 (S. Katz)		
WGIR-F, 101.1, 10 KW @ 920, AOR	, $ 63.00 (Banner)	Knight	Richard Ramirez
WJYY-F, 105.5, 1.6 KW @ 456, SOFT AC	, $ 32.00 (Eastman)	Empire (CONCORD)	Stu Richter
WZID-F, 95.7, 10 KW @ 930, BTFL/EZ	, $ 43.00 (Katz)	Sunshine	Jon Van Hoogenstyn

OTHER RANKED STATIONS -- See Boston or Portsmouth

MADISON

Arbitron Rank/Pop (12+): 121/296,000
MSA Rank/Pop: 136/351,500
ADI # 89
Average Person Ratings: 17.6
Market TSL: 23.0 hours

Stations: 16/14
Diaries: 758/391:1/60.6%
Sample Target: 670
% Below Line: 0.4
% Not Listed: 16.3

1988 Revenue: $12,600,000
HH Inc.: $33,865
Retail $: 2.9 Bil
Pop per Station: 21,142
#1 Biller: WZEE-F $2,300,000

12+ METRO		1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WZEE-F	(CHR)	89/17.1	18.8	18.4	15.9	16.2	----	151/2156	1136/38.4	37.6	36.6	68	20.6	107	1269	WZEE-F
2. WIBA-F	(AOR)	57/10.9	10.7	12.3	11.7	11.6	----	124/1612	834/28.2	29.9	30.2	88	15.8	82	1046	WIBA-F
3. WMGN-F	(AC)	43/ 8.3	6.8	7.9	12.2	8.9	----	53/850	619/20.9	19.6	21.5	120	10.2	53	540	WMGN-F
4. WOLX-F	(O)	38/ 7.3	1.7	1.5	3.0	2.3	----	108/1162	468/15.8	5.5	7.5	149	3.9	20	283	WOLX-F
WIBA	(MOR)	38/ 7.3	7.7	9.2	8.7	7.3	----	44/903	690/23.3	21.7	23.9	88	5.4	28	443	WIBA
6. WTSO	(C)	35/ 6.7	6.4	7.9	9.1	8.2	----	60/812	404/13.6	15.7	15.2	130	5.2	27	356	WTSO
7. WWQM-F	(C)	33/ 6.3	7.3	4.0	4.9	5.7	----	44/699	448/15.1	11.1	11.7	113	6.6	34	356	WWQM-F
8. WMAD-F	(AOR)	25/ 4.8	4.9	5.9	5.4	5.9	----	25/391	365/12.3	15.3	18.4	148	4.6	24	424	WMAD-F
9. WMLI-F	(AC)	22/ 4.2	5.1	4.0	1.4	0.9	----	30/575	429/14.5	9.8	4.0	121	2.9	15	242	WMLI-F
10. WIBU	(BB)	15/ 2.9	1.9	1.7	----	----	----	32/288	139/ 4.7	4.2	0.0	34	1.3	7	94	WIBU
11. WTDY	(N/T)	14/ 2.7	2.1	1.9	2.6	2.5	----	19/279	233/ 7.9	6.9	6.7	107	2.5	13	179	WTDY
12. WHIT	(O)	8/ 1.5	5.1	4.8	2.6	4.6	----	9/139	126/ 4.3	7.4	8.2	153	1.3	7	124	WHIT
13. WSJY-F	(EZ)	7/ 1.3	2.4	1.0	1.9	2.7	----	31/559	183/ 6.2	4.0	6.3	0	1.2	6	86	WSJY-F
14. WGN	(MOR)	5/ 1.0	0.6	0.4	1.2	1.8	----	19/487	122/ 4.1	3.8	3.8	100	0.4	2	73	WGN
WMAD	(BB)	5/ 1.0	----	1.0	2.3	0.9	----	5/43	43/ 1.5	3.9	4.0	30	0.6	3	43	WMAD

12+ FM SHARE (METRO): 72.48% (316 of 436) (SPG 88: 66.58%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZEE-F>>	1 WZEE-F	1 WZEE-F	1 WZEE-F	1 WZEE-F	1 WIBA	1 WZEE-F>	1 WZEE-F	1 WZEE-F>	1 WZEE-F>>	1 WIBA
2	2 WIBA-F>	2 WIBA-F	2 WOLX-F	2 WOLX-F	2 WTSO	2 WIBA-F	2 WIBA-F<	2 WIBA-F>	2 WIBA-F	2 WZEE-F
3	3 WMGN-F	3 WMGN-F	3 WMGN-F<	3 WMGN-F<	3 WOLX-F	3 WTSO	3 WMGN-F	3 WMGN-F	3 WIBA >	3 WTSO
4	4 WMAD-F>	4 WOLX-F	4 WIBA-F>	4 WIBA-F	4 WWQM-F	4 WIBA <	4 WOLX-F	4 WTSO	4 WMLI-F	WMLI-F
5	5 WOLX-F	5	5 WMAD-F	5 WTSO	5	5 WMGN-F	5 WTSO	WOLX-F	5	5 WIBA-F
						6 WWQM-F				6 WIBU

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZEE-F>>	1 WZEE-F>>	1 WZEE-F	1 WZEE-F>	1 WZEE-F	1 WIBA-F>	1 WIBA-F>	1 WIBA-F	1 WIBA-F>	1 WIBA-F
2 WIBA-F>	2 WMGN-F	2 WMGN-F	2 WMGN-F>	2 WMGN-F	2 WZEE-F	2 WZEE-F	2 WMAD-F>	2 WZEE-F	2 WOLX-F
3 WMGN-F>>	3 WIBA-F>	3 WOLX-F	3 WIBA-F	3 WOLX-F	3 WWQM-F>>	WMAD-F>	3 WZEE-F	3 WOLX-F	3 WMAD-F
4	4 WOLX-F	4 WIBA-F	4 WOLX-F>	4 WTSO >	4 WMLI-F	4 WWQM-F	4 WIBA	WMAD-F	4 WWQM-F
5	5	5	5 WMLI-F	5 WIBA-F	5	5 WMLI-F	5 WTSO	5 WWQM-F	WIBA
						WIBA	6 WMLI-F	6 WIBA	

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		89 (1)	89 (1)	20.4	22.3
AOR/CLASSIC		82 (2)	82 (2)	18.8	22.0
AC/OLDIES/SOFT ROCK	8 (1)	103 (3)	111 (4)	25.5	20.3
MOR/VARIETY	43 (2)		43 (2)	9.9	13.4
COUNTRY	35 (1)	33 (1)	68 (2)	15.6	14.4
BLACK/URBAN					
BEAUTIFUL/EASY		7 (1)	7 (1)	1.6	3.0
NEWS/TALK	14 (1)		14 (1)	3.2	1.3
NOSTALGIA	20 (2)		20 (2)	4.6	1.3
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		2 (1)	2 (1)	0.5	2.0
	120 (7)	316 (9)	436 (16)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEKZ-F	93.7	Monroe	0.4/2.7

RADIO STATIONS

WHIT,	1550,	5 KW (DAYS,DA)	, OLDIES	ABC E, $	16.00 (Eastman)		John Sandvig
WIBA,	1310,	5 KW (DA-2)	, MOR	CBS, $	43.00 (Katz)	Double L	Lee Leicinger
WIBU,	1240,	1 KW	, NOSTALGIA (?)	CBS, $	8.00 (---)	(POYNETTE)	Randy Weinbranne
WMAD,	1190,	1 KW (DAYS,DA)	, NOSTALGIA	ABC D, $	14.00 (Torbet)		Nancy McMahon
WTDY,	1480,	5 KW (DA-2)	, NEWS/TALK	NBC, ABC I, $	21.00 (Mc-Guild)	Midwest Family	Bill VAncil
WTSO,	1070,	10 KW/5 KW (DA-2)	, COUNTRY	APR, $	39.00 (Banner)	Midcontinent	Roger Russell
WIBA-F,	101.5,	50 KW @ 450,	AOR	CBS, $	45.00 (Katz)	Double L	Lee Leicinger
WMAD-F,	92.1,	3 KW @ 312,	CLASSIC AOR	, $	25.00 (Torbet)		Nancy McMahon
WMGN-F,	98.1,	38 KW @ 580,	AC	, $	48.00 (Mc-Guild)	Midwest Family	Bill Vancil
WMLI-F,	96.3,	5 KW @ 487,	AC	, $	19.00 (Torbet)	(SAUK CITY)	Bill O'Donnell
WOLX-F,	94.9,	37 KW @ 1600,	OLDIES	, $	24.00 (Republic)	(BARABOO)	Terry Shockley
WSJY-F,	107.3,	50 KW @ 500,	BTFL/EZ	ABC I, $	17.00 (---)	(PORT ATKINSON)	Vern Falk
WWQM-F,	106.3,	2 KW @ 380,	COUNTRY	ABC E, $	24.00 (Eastman)		John Sandvig
WZEE-F,	104.1,	6 KW @ 1120,	CHR	, $	47.00 (Banner)	Midcontinent	Roger Russell

MISCELLANEOUS COMMENTS: WILV-F to WOLX (Apr.)...WOLX changes from EZ to OLDIES (Apr.)..

MCALLEN-BROWNSVILLE

Arbitron Rank/Pop (12+): 76/473,000
MSA Rank/Pop: 124/377,400
ADI # 112
Average Person Ratings: 19.5
Market TSL: 25.75 hours

Stations: 20/19
Diaries: 884/535:1/54.9%
Sample Target: 810
% Below Line: 0.3
% Not Listed: 9.0

1988 Revenue: $11,200,000
HH Inc.: $23,900
Retail $: 3.4 Bil
Pop per Station: 24,894
#1 Biller: KGBT $1,900,000

12+ METRO		1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KBFM-F	(CHR)	182/19.7	18.7	18.6	17.0	15.0	18.5	191/2039	1907/40.3	35.8	30.9	69	25.1	243	1956	KBFM-F
2. KTXF-F	(C)	124/13.4	13.0	8.4	9.1	9.2	11.0	135/1217	1105/23.4	17.8	17.7	107	13.9	134	1106	KTXF-F
3. KGBT	(SP)	109/11.8	16.6	17.7	18.3	20.6	16.1	122/1253	1133/24.0	25.5	30.4	88	10.5	102	1206	KGBT
4. KIWW-F	(SP)	81/ 8.8	6.3	9.7	9.7	8.2	8.8	85/990	942/19.9	23.1	20.6	134	9.4	91	970	KIWW-F
5. KELT-F	(AC)	63/ 6.8	5.5	5.5	8.2	6.9	6.5	65/819	790/16.7	13.4	16.3	153	10.0	97	941	KELT-F
6. KQXX-F	(SP)	43/ 4.7	5.4	4.8	5.0	4.6	5.0	45/515	456/ 9.6	11.5	11.8	149	3.0	29	312	KQXX-F
7. KJAV-AF	(SP)	42/ 4.5	3.4	3.3	3.2	3.0	3.6	45/357	322/ 6.8	7.7	6.7	69	2.7	27	327	KJAV-AF
8. KVLY-F	(EZ)	40/ 4.3	5.4	6.0	4.9	4.2	5.2	42/431	418/ 8.8	11.0	7.2	28	3.1	30	302	KVLY-F
9. KRIX-F	(AOR)	37/ 4.0	3.7	4.7	5.8	3.7	4.6	38/652	607/12.8	12.3	9.7	115	5.0	48	687	KRIX-F
10. KIRT	(SP)	33/ 3.6	2.6	2.2	3.6	3.7	3.0	33/373	356/ 7.5	6.4	8.7	108	1.0	10	382	KIRT
11. KBOR	(SP)	29/ 3.1	1.8	1.5	3.5	2.9	2.5	29/317	317/ 6.7	6.0	6.8	106	2.5	24	269	KBOR
12. KRGE	(C)	17/ 1.8	0.6	2.1	2.6	4.6	1.8	17/292	279/ 5.9	6.8	15.5	183	1.6	15	221	KRGE
13.																
14.																
15.																

12+ FM SHARE (METRO): 73.13% (615 of 841) (SPG 88: 61.82%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBFM-F>>	1 KBFM-F>	1 KBFM-F	1 KTXF-F	1 KTXF-F	1 KGBT >	1 KBFM-F	1 KBFM-F<	1 KBFM-F>	1 KBFM-F>>	1 KELT-F>
2	2 KTXF-F>	2 KTXF-F>	2 KBFM-F	2 KBFM-F	2 KTXF-F	2 KGBT	2 KTXF-F	2 KTXF-F	2 KQXX-F	2 KGBT
3	3 KIWW-F<	3 KIWW-F	3 KELT-F	3 KIWW-F	3 KIWW-F	3 KTXF-F>	3 KGBT	3 KGBT >	3 KTXF-F	3 KBFM-F<
4	4 KELT-F	KELT-F>	4 KIWW-F	4 KGBT	4 KVLY-F	4 KIWW-F	4 KIWW-F>	4 KIWW-F>	4 KGBT <	4 KIWW-F
5	5 KQXX-F	5 KGBT	5 KGBT	KELT-F>	5 KJAV-AF	5 KELT-F	5 KELT-F	5 KELT-F	5 KELT-F<	5 KSOX-F>>
6	6 KRIX-F	6 KQXX-F	6 KQXX-F	6 KQXX-F	6 KBFM-F	6 KIRT	6	6	6 KIWW-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBFM-F>>	1 KBFM-F>	1 KBFM-F	1 KBFM-F	1 KTXF-F	1 KTXF-F	1 KBFM-F	1 KBFM-F	1 KTXF-F<	1 KTXF-F
2 KTXF-F>>	2 KTXF-F>	2 KTXF-F	2 KTXF-F>	2 KBFM-F	KBFM-F>>	2 KTXF-F>	2 KIWW-F	2 KBFM-F>	2 KBFM-F
3 KIWW-F	3 KELT-F	3 KQXX-F	3 KIWW-F<	3 KIWW-F	3 KRIX-F	3 KIWW-F	3 KTXF-F	3 KELT-F<	3 KIWW-F
KELT-F	4 KQXX-F<	KELT-F	4 KELT-F	4 KGBT	4 KIWW-F>>	4 KRIX-F>	4 KRIX-F	4 KIWW-F>	KELT-F
5	5 KIWW-F>>	5 KIWW-F	5 KGBT	5 KELT-F	5	5 KELT-F	KELT-F	5 KRIX-F	5 KGBT
6	6	6	6 KQXX-F	6 KQXX-F	6	6	6 KGBT	6 KGBT	6

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		182 (1)	182 (1)	21.6	21.4
AOR/CLASSIC		37 (1)	37 (1)	4.4	4.1
AC/OLDIES/SOFT ROCK	17 (1)	63 (1)	80 (2)	9.5	8.0
MOR/VARIETY					
COUNTRY	14 (2)	131 (2)	145 (4)	17.2	11.8
BLACK/URBAN					
BEAUTIFUL/EASY		40 (1)	40 (1)	4.8	4.6
NEWS/TALK	17 (2)		17 (2)	2.0	1.3
NOSTALGIA					
RELIGION/GOSPEL					1.9
SPANISH	178 (5)	162 (4)	340 (9)	40.4	45.7
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					1.2
	226 (10)	615 (10)	841 (20)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
KIKN	840	Pharr	1.0/2.8
KITM-F	105.5	Mission	1.1/3.4
KRIO	910	McAllen	0.6/2.8
KSOX	1240	Raymondville	0.5/2.1
KSOX-F	101.7	Raymondville	0.8/2.6
KUBR	1210	San Juan	0.1/0.0
KTRH	740	Houston	0.3/1.2

RADIO STATIONS

KBOR, 1600, 1 KW (DA-1)	, HISPANIC		, $	20.00 (Caballero)		Ed Trevino
KGBT, 1530, 50 KW/10 KW (DA-N)	, HISPANIC		, $	50.00 (Katz Hisp.)	Tichenor	Tony Solis
KIRT, 1580, 1 KW/300 W	, HISPANIC		, $	18.00 (Caballero)		Ed Gomez
KRGE, 1290, 5 KW (DA-N)	, OLDIES	US 1, SMN,	$	15.00 (Banner)	First Cities	Don Wolfe
KURV, 710, 1 KW (DA-1)	, TALK	ABC T, TALKNT,	$	12.00 (Miller)		Charles Rankin
KBFM-F, 104.1, 100 KW @ 990,	CHR	ABC F,	$	39.00 (Republic)	Encore	Lou Bason
KELT-F, 94.5, 100 KW @ 1154,	AC		, $	31.00 (Katz)		Joseph Dickey
KIWW-F, 96.1, 100 KW @ 937,	HISPANIC		, $	30.00 (Katz Hisp.)	Tichenor	Manuel Escalante
KQXX-F, 98.5, 100 KW @ 1400,	HISPANIC		, $	21.00 (Caballero)		Tina Compean
KPIX-F, 99.5, 100 KW @ 1100,	AOR	ABC R,	$	25.00 (Banner)	First Cities	Don Wolfe
KTXF-F, 100.3, 100 KW @ 1140,	COUNTRY	ABC E,	$	35.00 (Christal)	Tate	Harvey Tate
KJAV-F, 104.9, 3 KW @ 260,	HISPANIC		, $	10.00 (---)		---
KVLY-F, 107.9, 100 KW @ 400,	BTFL/EZ		, $	22.00 (Torbet)	Tippie	Nick Rice

MISCELLANEOUS COMMENTS: KBFM-F sold by Encore to Waldron for $______ (Americom).

MELBOURNE-TITUSVILLE-COCOA

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Arbitron Rank/Pop (12+):  103/334,500        Stations:   21/7                 1988 Revenue:            $0
                                             Diaries:   660/5071/54.2%        HH Inc.:           $0
MSA Rank/Pop:   121/387,200                  Sample Target:   630             Retail $:  0.0 Bil
        Orlando ADI                          % Below Line:   4.4              Pop per Station:   47,785
Average Person Ratings:   16.2               % Not Listed:  14.9              #1 Biller: NA              $0
Market TSL:  21.75 hours
                                                                     12+ METRO                  %
                               FAL  SPG  FAL  SPG  4 Book 12+ TSA   CUME/CUME   FAL   SPG    25-54    Birch Birch Birch
 12+ METRO           1/4/SHARE  88   88   87   87   Avg.  1/4/CUME   RATING      88    88  Conversion Share  AQH   Cume
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  1. WSSP-F  (EZ)     109/20.1 ---- 15.2 ---- 17.1  ----  136/1321   1039/31.1  25.0  26.3      79                         WSSP-F
  2. WWKA-F  (C)       58/10.7 ---- 12.6 ---- 12.7  ----  110/1247    706/21.1  20.8  21.4     103                         WWKA-F
  3. WHTQ-F  (AOR)     51/ 9.4 ----  6.6 ----  7.7  ----  110/1037    586/17.5  14.7  10.1     117                         WHTQ-F
  4. WBJW-AF (CHR)     39/ 7.2 ---- 12.8 ---- 14.3  ----   71/1346    853/26.3  27.2  31.1      57                         WBJW-AF
  5. WSTF-F  (AC)      35/ 6.4 ----  5.8 ----  9.1  ----   55/830     543/16.2  14.9  19.1     130                         WSTF-F

  6. WMMB    (BB)      28/ 5.2 ----  2.6 ----  4.4  ----   29/305     300/ 9.0   4.7   6.3      60                         WMMB
  7. WOCL-F  (AC)      24/ 4.4 ----  4.6 ----  0.6  ----   64/732     313/ 9.4   6.9   2.1     164                         WOCL-F
  8. WLRQ-AF (AC)      22/ 4.1 ----  4.4 ----  2.6  ----   23/368     349/10.2   7.1   9.2     161                         WLRQ-AF
  9. WMEL    (MOR)     16/ 2.9 ----  3.4 ----  2.0  ----   16/215     215/ 6.4   6.6   6.7     117                         WMEL
 10. WJHM-F  (B)       15/ 2.8 ----  2.0 ----  1.0  ----   68/574     151/ 4.5   3.9   3.5     100                         WJHM-F

 11. WDIZ-F  (AOR)     14/ 2.6 ----  5.0 ----  4.8  ----   37/690     332/ 9.9  11.5  11.2     119                         WDIZ-F
     WMMY-F  (CHR)     14/ 2.6 ----  2.6 ----  2.6  ----   14/271     271/ 8.1   7.5   8.0      81                         WMMY-F
 13.
 14.
 15.

       12+ FM SHARE (METRO):   87.66%  (405 of 462)   (SPG 88:   89.22%)

    TEENS      18-34      18-49      25-49      25-54       35+       12+ AMD    12+ MID    12+ PMD    12+ EVE   OVERNIGHT
   ---------- ---------- ---------- ---------- ---------- ---------- ---------- ---------- ---------- ---------- ----------

   1 WBJW-AF>>1 WHTQ-F>> 1 WHTQ-F>  1 WSSP-F   1 WSSP-F>  1 WSSP-F>> 1 WSSP-F>> 1 WSSP-F>> 1 WSSP-F>  1 WWKA-F   1 WSSP-F>>
   2 WJHM-F>> 2 WBJW-AF  2 WSSP-F     WHTQ-F>  2 WWKA-F   2 WWKA-F>  2 WWKA-F   2 WWKA-F<  2 WHTQ-F<    WSSP-F   2 WWKA-F
   3 WWKA-F   3 WSTF-F   3 WSTF-F   3 WSTF-F     WHTQ-F   3 WMMB     3 WHTQ-F   3 WHTQ-F>  3 WWKA-F>  3 WBJW-AF  3 WJHM-F>
   4          4 WWKA-F   4 WWKA-F   4 WWKA-F   4 WSTF-F   4          4 WBJW-AF  4 WSTF-F<  4 WBJW-AF  4 WHTQ-F   4 WDBO
   5          5 WDIZ-F   5 WBJW-AF  5 WOCL-F   5 WOCL-F   5          5 WSTF-F   5 WMMB     5 WSTF-F   5          5


   WOM 18-24  WOM 18-34  WOM 25-34  WOM 18-49  WOM 25-54             MEN 18-24  MEN 18-34  MEN 25-34  MEN 18-49  MEN 25-54
   ---------- ---------- ---------- ---------- ----------            ---------- ---------- ---------- ---------- ----------

   1 WBJW-AF>>1 WBJW-AF  1 WHTQ-F>> 1 WBJW-AF  1 WSSP-F>             1 WHTQ-F>> 1 WHTQ-F>> 1 WHTQ-F>> 1 WHTQ-F>> 1 WSSP-F
   2 WWKA-F   2 WHTQ-F>  2 WBJW-AF    WSSP-F   2 WWKA-F              2 WBJW-AF> 2 WSTF-F   2 WSTF-F>  2 WSSP-F   2 WHTQ-F
   3 WSTF-F>> 3 WWKA-F     WDIZ-F   3 WSTF-F   3 WSTF-F              3 WMMY-F   3 WBJW-AF  3 WDIZ-F   3 WWKA-F   3 WWKA-F
   4            WSTF-F     WVTI-F   4 WWKA-F   4 WHTQ-F              4          4          4 WWKA-F     WSTF-F   4 WOCL-F
   5          5 WDIZ-F   5          5 WHTQ-F   5                     5          5            WOCL-F   5 WOCL-F   5 WSTF-F


                                                         SPG 88
FORMATS                   AM         FM        TOTAL       %       %        OTHER RATED STATIONS, METRO SHARE & CUME RATING
-------                   --         --        -----       -       -        -----------------------------------------------

TOP 40/CHR/CONTEMP       1 ( 1)     54 ( 3)    55 ( 4)   11.9    18.8       WTAI     1560   Melbourne                0.7/2.1
AOR/CLASSIC                         69 ( 3)    69 ( 3)   14.9    13.3       WVTI-F   107.1  Melbourne                1.5/5.3
AC/OLDIES/SOFT ROCK                 95 ( 5)    95 ( 5)   20.6    20.0       WWBC     1510   Cocoa/MerritIsl          0.4/1.7
MOR/VARIETY             22 ( 2)                22 ( 2)    4.8     3.9
COUNTRY                             63 ( 2)    63 ( 2)   13.6    16.1       WBJW     950    Orlando                  0.2/0.8
BLACK/URBAN                         15 ( 1)    15 ( 1)    3.2     2.3       WDBO     580    Orlando                  1.1/1.8
BEAUTIFUL/EASY                     109 ( 1)   109 ( 1)   23.6    18.6       WGNE-F   98.1   Titusville               0.9/2.4
NEWS/TALK                4 ( 1)                 4 ( 1)    0.9     1.4       WHLY-F   106.7  Leesburg                 0.4/2.3
NOSTALGIA               28 ( 1)                28 ( 1)    6.1     5.0       WJYO-F   107.7  Mount Dora               1.1/4.2
RELIGION/GOSPEL          2 ( 1)                 2 ( 1)    0.4               WKGR-F   98.7   Ft. Pierce               0.7/2.5
SPANISH
CLASSICAL
JAZZ/NEW AGE
UNKNOWN/OTHERS                                                    0.7
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                        57 ( 6)   405 (15)   462 (21)
RADIO STATIONS

WMEL,   920,  5 KW/1 KW (DA-N) , MOR                     SUN, $ 15.00 (K & P)         Elyria-Lorain           Jon Roberts
WMMB,  1240,  1 KW             , NOST/MOR        MBS, ABC I, $ 18.00 (Torbet)         City                    David Franco
WTAI,  1560,  5 KW (DAYS)      , TALK            SUN, ABC T, $ 14.00 (Mc-Guild)                               Gary Hess

WLRQ-F,   99.3,  1 KW @  488, SOFT AC                       , $ 26.00 (Roslin)                                 Jim Pride
WMMY-F,  102.3,  3 KW @  240, CHR                           , $ 19.00 (Torbet)         City                    David Franco
WVTI-F,  107.1,  3 KW @  300, AC                            , $ 18.00 (Mc-Guild)                               Gary Hess
WGNE-F,   98.1, 50 KW @  500, COUNTRY                       , $ 21.00 (Banner)         Sage                    Sid Frazer

    OTHER RANKED STATIONS -- See Orlando   MISCELLANEOUS COMMENTS:  WSCF-F changes calls to WGNE (Jan.)...WGNE changes from
                                                                    NOSTALGIA to COUNTRY (Jan.)...WANT sold by Sage for
                                                                    $420,000.
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MEMPHIS

Arbitron Rank/Pop (12+): 42/878,900
MSA Rank/Pop: 48/975,800
ADI # 40
Average Person Ratings: 17.5
Market TSL: 23.0 hours

Stations: 20/20
Diaries: 1274/690:1/50.1%
Sample Target: 1160
% Below Line: 0.0
% Not Listed: 9.7

1988 Revenue: $25,800,000
HH Inc.: $29,448
Retail $: 7.1 Bil
Pop per Station: 43,945
#1 Biller: WGKX-F $5,000,000

12+ METRO		1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WHRK-F	(B)	201/13.1	15.0	17.0	13.9	11.8	14.8	260/2873	2236/25.4	25.8	23.8	69	16.3	249	1998	WHRK-F
2. WGKX-F	(C)	162/10.5	10.1	9.4	9.1	9.9	9.8	205/2558	1903/21.7	20.4	20.4	121	12.9	198	1615	WGKX-F
3. WDIA	(B)	144/ 9.4	7.8	6.5	6.1	5.2	7.4	174/2006	1670/19.0	14.3	15.5	117	9.4	144	1152	WDIA
4. WRVR-F	(AC)	140/ 9.1	8.2	7.7	7.1	7.1	8.0	158/2059	1656/18.8	22.8	18.3	154	4.8	73	1101	WRVR-F
5. WEGR-F	(AOR)	117/ 7.6	8.8	6.3	8.1	4.9	7.7	167/1728	1139/13.0	13.5	10.5	125	10.2	156	1654	WEGR-F
6. WMC -F	(CHR)	94/ 6.1	7.6	9.6	9.2	12.8	8.1	150/2461	1721/19.6	23.8	25.4	123	7.8	119	1805	WMC -F
7. KRNB-F	(B)	93/ 6.1	6.2	6.1	10.9	9.4	7.3	111/1869	1602/18.2	18.6	19.1	69	7.5	114	2022	KRNB-F
8. WLOK	(REL)	86/ 5.6	4.2	5.1	5.5	6.3	5.1	86/915	915/10.4	8.8	11.0	107	5.4	82	852	WLOK
9. WEZI-F	(EZ)	69/ 4.5	6.0	4.9	4.5	4.4	5.0	69/848	848/ 9.6	11.7	10.2	64	2.7	42	656	WEZI-F
10. KMPZ-F	(CHR)	63/ 4.1	5.1	4.5	2.4	2.4	4.0	99/1875	1187/13.5	13.7	8.5	54	4.9	75	1287	KMPZ-F
11. WREC	(BB)	52/ 3.4	3.1	2.8	2.1	2.7	2.8	61/898	707/ 8.0	8.8	7.5	41	2.1	32	580	WREC
12. WMC	(N/T)	50/ 3.3	3.7	4.4	3.7	2.8	3.8	56/919	756/ 8.6	9.2	7.7	55	3.2	49	498	WMC
13. WRVR	(O)	29/ 1.9	1.3	1.2	1.5	2.1	1.5	33/686	557/ 6.3	5.5	5.9	153	1.8	28	444	WRVR
14. WXSS	(B)	19/ 1.2	1.0	0.7	1.1	1.1	1.0	19/266	266/ 3.0	2.2	3.1	150	1.4	21	257	WXSS
15. KWAM	(REL)	18/ 1.2	0.5	0.9	0.7	1.0	0.8	24/374	346/ 3.9	2.6	3.0	108	1.5	23	245	KWAM

12+ FM SHARE (METRO): 68.88% (956 of 1388) (SPG 88: 69.19%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHRK-F>>	1 WHRK-F	1 WHRK-F	1 WRVR-F	1 WRVR-F	1 WGKX-F	1 WGKX-F	1 WRVR-F<	1 WHRK-F	1 WHRK-F>>	1 WDIA <
2 KMPZ-F<	2 WEGR-F	2 WRVR-F	2 WGKX-F	2 WGKX-F	2 WDIA	2 WHRK-F	2 WGKX-F	2 WGKX-F	2 WDIA <	2 WHRK-F>>
3 KRNB-F>>	3 WRVR-F	3 WEGR-F<	3 WEGR-F<	3 WDIA	3 WRVR-F	3 WRVR-F<	3 WEGR-F<	3 WRVR-F	3 KRNB-F	3 WGKX-F
4	4 WMC -F	4 WGKX-F	4 WDIA	4 WEGR-F	4 WEZI-F	4 WDIA	4 WDIA <	4 WDIA	4 WLOK	4 WEGR-F
5	5 WGKX-F	5 WDIA	5 WHRK-F	5 WHRK-F	5 WLOK	5 WEGR-F	5 WHRK-F	5 WEGR-F	5 WGKX-F	5 WEZI-F<
6	WDIA	6 WMC -F	6 WMC -F	6 WMC -F	6 WREC	6 WMC -F	6 WMC -F	6 KRNB-F	6 WRVR-F	6 WMC -F
7	7 KRNB-F	7	7	7	7 WMC	7	7	7	7 KMPZ-F	KWAM

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHRK-F>>	1 WHRK-F	1 WRVR-F	1 WRVR-F	1 WRVR-F	1 WHRK-F>>	1 WEGR-F	1 WEGR-F>>	1 WEGR-F	1 WEGR-F
2 WEGR-F	2 WRVR-F	2 WDIA	2 WHRK-F	2 WDIA <	2 KRNB-F<	2 WHRK-F>>	2 WRVR-F<	2 WHRK-F	2 WGKX-F
KRNB-F>	3 WDIA	3 WMC -F	3 WDIA	3 WGKX-F	3 WEGR-F>	3 WRVR-F	3 WHRK-F	3 WGKX-F	3 WRVR-F
4 WDIA	4 WMC -F	WHRK-F	4 WGKX-F	4 WHRK-F	4 KMPZ-F	4 WGKX-F	4 WGKX-F	4 WRVR-F>	4 WDIA
5 WMC -F	5 WGKX-F	5 WGKX-F	5 WMC -F>	5 WMC -F	5 WMC -F	5 KRNB-F	5 WMC -F	5 WDIA <	5 WHRK-F
6 KMPZ-F	6 KRNB-F	6	6 WLOK <	6 WLOK	WGKX-F	6 WMC -F	6 WDIA	6 WMC -F	6 WMC -F
7	7 WEGR-F	7	7 KRNB-F	7	7	7 WDIA	7	7 KRNB-F	7 WLOK

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		157 (2)	157 (2)	11.3	13.8
AOR/CLASSIC		117 (1)	117 (1)	8.4	7.9
AC/OLDIES/SOFT ROCK	41 (2)	140 (1)	181 (3)	13.0	10.0
MOR/VARIETY					
COUNTRY		168 (2)	168 (2)	12.1	13.6
BLACK/URBAN	163 (2)	294 (2)	457 (4)	32.9	36.4
BEAUTIFUL/EASY		69 (1)	69 (1)	5.0	4.7
NEWS/TALK	50 (1)		50 (1)	3.6	3.4
NOSTALGIA	52 (1)		52 (1)	3.7	2.9
RELIGION/GOSPEL	126 (4)	11 (1)	137 (5)	9.9	6.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.7
	432 (10)	956 (10)	1388 (20)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KFTH-F	107.1	Marion/Memphis	0.7/4.5
KHLS-F	96.3	Blytheville	0.4/1.2
KSUD	730	W Memphis/Memph	0.6/1.5
WCRV	640	Collierville	0.8/2.8
WHBQ	560	Memphis	0.8/3.9

RADIO STATIONS

KWAM, 990, 10 KW/450 W (DA-2)	, GOSPEL	, $	20.00 (---)	Rivers	---
WDIA, 1070, 50 KW/5 KW (DA-2)	, BLACK	APR, SBN, $	34.00 (Katz)	Ragan Henry	Ernest Jackson
WHBQ, 560, 5 KW/1 KW (DA-2)	, OLDIES	US 1, US 2, $	27.00 (Republic)		Wayne Smith
WLOK, 1340, 1 KW (DA-1)	, GOSPEL	NBN, SBN, $	25.00 (K & P)		H. Gilliam
WMC , 790, 5 KW (DA-N)	, TALK	ABC I, NBC, $	41.00 (Banner)	Scripps-Howard	Don Meyers
WREC, 600, 5 KW (DA-N)	, NOSTALGIA	CBS, $	30.00 (Mc-Guild)	Newmarket	Sherri Sawyers
WXSS, 1030, 50 KW/1 KW (DA-2)	, BLACK	SMN, NBN, $	20.00 (Bolton)		---
KMPZ-F, 98.1, 100 KW @ 715	, CHR	ABC R, ABC C, $	40.00 (Christal)	Dittman (OSCEOLA, AR)	Michael Baer
KRNB-F, 101.1, 100 KW @ 347	, BLACK	ABC F, $	46.00 (Republic)	Rivers	---
WEGR-F, 102.7, 98 KW @ 970	, AOR	US 1, $	57.00 (Mc-Guild)	Newmarket	Sherri Sawyer
WEZI-F, 94.3, 3 KW @ 300	, BTFL/EZ	, $	35.00 (Eastman)	Ardman	Ed Winton
WGKX-F, 105.9, 100 KW @ 760	, COUNTRY	, $	100.00 (HNWH)	Barnstable	John Bibbs
WHRK-F, 97.1, 100 KW @ 530	, BLACK	NBC, $	80.00 (Katz)	Ragan Henry	Ernest Jackson
WMC-F , 99.7, 290 KW @ 910	, CHR	ABC C, $	95.00 (Banner)	Scripps-Howard	Don Meyers
WRVR-F, 104.5, 100 KW @ 750	, AC	, $	97.00 (Christal)	Keymarket	Debra Nichols

MISCELLANEOUS COMMENTS: KMPZ changes from AOR to CHR...WHBQ changes from TALK to OLDIES...WKSS sold to Willis for $780,000

MIAMI-FT. LAUDERDALE

Arbitron Rank/Pop (12+): 11/2,645,200
ADI #15
MSA Rank/Pop: Miami: 25/1,813,600
Ft. Lauderdale: 41/1,181,000
Average Person Ratings: 20.4
Market TSL: 27.0 hours

Stations: 36/33
Diaries: 2908/910:1/49.0%
Sample Target: 2510
% Below Line: 2.1
% Not Listed: 6.5

1988 Revenue: $103,500,000
HH Inc.: $32,950
Retail $: 27.1 Bil
Pop per Station: 80,157
#1 Biller: WQBA-AF $9,000,000

12+ METRO		1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WHQT-F	(B)	487/ 9.0	8.3	4.9	2.9	2.6	6.3	553/5053	4279/16.2	13.5	10.2	98	11.8	533	4621	WHQT-F
2. WLYF-F	(EZ)	471/ 8.7	7.1	7.0	7.9	8.7	7.7	513/4719	4295/16.2	14.2	15.0	53	6.7	304	2792	WLYF-F
3. WMXJ-F	(O)	276/ 5.1	4.2	3.9	4.3	4.2	4.4	306/3799	3339/12.6	11.7	11.0	165	4.5	204	2338	WMXJ-F
4. WPOW-F	(CHR)	268/ 5.0	4.3	4.4	5.6	4.6	4.8	280/3890	3566/13.5	11.8	11.8	74	6.2	279	3771	WPOW-F
5. WIOD	(T)	253/ 4.7	5.1	4.8	4.0	3.2	4.7	286/3369	2896/10.9	15.0	9.7	91	3.8	172	2255	WIOD
6. WHYI-F	(CHR)	252/ 4.7	3.8	3.6	3.9	4.3	4.0	281/4636	3871/14.6	14.6	14.8	96	4.7	210	3395	WHYI-F
7. WQBA	(SP)	237/ 4.4	5.0	3.8	5.4	4.8	4.7	240/2103	2087/ 7.9	6.3	7.1	50	3.2	144	1335	WQBA
8. WCMQ-F	(SP)	209/ 3.9	3.8	4.2	4.0	3.7	4.0	210/2427	2378/ 9.0	8.2	7.5	138	3.7	165	1795	WCMQ-F
9. WAQI	(SP)	205/ 3.8	3.9	3.8	2.7	3.3	3.5	210/1566	1525/ 5.8	6.7	5.8	87	3.0	137	1362	WAQI
10. WGTR-F	(AOR)	188/ 3.5	4.0	2.8	4.1	3.9	3.6	210/3163	2812/10.6	8.8	9.2	129	4.5	205	2489	WGTR-F
11. WJQY-F	(AC)	183/ 3.4	2.7	4.0	3.1	4.0	3.3	202/2770	2475/ 9.4	9.7	10.1	124	3.3	149	1663	WJQY-F
12. WKIS-F	(C)	173/ 3.2	3.4	3.5	2.5	3.3	3.2	197/2834	2460/ 9.3	9.6	8.7	125	3.5	160	1678	WKIS-F
13. WAXY-F	(AC)	172/ 3.2	3.9	3.1	3.0	3.4	3.3	191/3290	2930/11.1	10.0	10.7	144	4.7	210	2580	WAXY-F
14. WINZ	(N/T)	171/ 3.2	3.1	3.3	2.8	3.7	3.1	176/2702	2547/ 9.6	10.0	8.4	41	2.1	95	1568	WINZ
15. WQBA-F	(SP)	148/ 2.7	2.7	2.2	1.7	2.1	2.3	151/1856	1784/ 6.7	5.5	6.1	130	3.2	143	1678	WQBA-F
16. WNWS	(N/T)	134/ 2.5	3.2	3.6	4.8	3.7	3.5	153/2114	1844/ 7.0	9.7	8.5	48	2.2	99	1397	WNWS
17. WLVE-F	(AC)	132/ 2.4	3.3	3.4	2.9	2.5	3.0	145/2346	2098/ 7.9	9.4	9.2	154	3.0	134	1841	WLVE-F
18. WSHE-F	(AOR)	129/ 2.4	1.7	2.0	1.9	2.1	2.0	153/2910	2344/ 8.9	8.2	7.6	100	4.3	192	2180	WSHE-F
19. WTMI-F	(CL)	106/ 2.0	3.0	2.9	3.0	2.8	2.7	131/2235	1902/ 7.2	7.3	6.9	70	2.1	97	1461	WTMI-F
20. WCMQ	(SP)	99/ 1.8	1.2	1.9	1.3	0.9	1.5	99/1030	1030/ 3.9	3.6	2.8	111	0.8	36	481	WCMQ
21. WXDJ-F	(J/NA)	93/ 1.7	1.8	2.4	1.7	1.4	1.9	99/1504	1619/ 5.6	5.2	4.7	159	2.7	121	1324	WXDJ-F
22. WZTA-F	(AOR)	91/ 1.7	1.6	1.8	2.4	2.2	1.9	121/1966	1514/ 5.7	7.1	7.5	159	2.1	93	1218	WZTA-F
23. WPTL	(BB)	78/ 1.4	0.9	1.7	1.4	1.5	1.4	84/796	717/ 2.7	4.0	3.1	36	1.2	53	626	WFTL
24. WEDR-F	(B)	77/ 1.4	2.5	3.9	4.5	5.8	3.1	79/1290	1245/ 4.7	6.5	8.6	136	1.7	76	1242	WEDR-F
25. WMBM	(REL)	73/ 1.4	0.8	1.1	1.1	1.0	1.1	73/705	705/ 2.7	1.9	2.2	93	1.0	44	463	WMBM
26. WEAT-AF	(EZ)	71/ 1.4	1.3	2.1	1.6	1.4	1.6	291/3157	1121/ 4.2	4.9	3.7	43	0.9	41	0	WEAT-AF
27.																
28.																
29.																
30.																

12+ FM SHARE (METRO): 70.68% (3568 of 5048) (SPG 88: 68.53%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHQT-F	1 WHQT-F>	1 WHQT-F>	1 WHQT-F	1 WHQT-F	1 WLYF-F>	1 WHQT-F	1 WLYF-F>	1 WHQT-F	1 WHQT-F>>	1 WINZ >>
2 WPOW-F>>	2 WGTR-F	2 WMXJ-F	2 WMXJ-F>	2 WMXJ-F>	2 WQBA	2 WLYF-F	2 WHQT-F	2 WLYF-F>	2 WINZ	2 WHQT-F>>
3 WHYI-F>>	3 WPOW-F	3 WHYI-F<	3 WCMQ-F	3 WCMQ-F	3 WIOD <	3 WAQI	3 WIOD	3 WPOW-F	3 WLYF-F<	3 WIOD >>
4	4 WHYI-F	4 WPOW-F<	4 WHYI-F	4 WLYF-F	4 WAQI <	4 WIOD <	4 WMXJ-F	WMXJ-F	4 WPOW-F	4 WNWS >>
5	5 WSHE-F	5 WGTR-F	WGTR-F<	WAXY-F<	5 WMXJ-F	5 WQBA	5 WJQY-F	5 WQBA	5 WHYI-F	5 WLYF-F
6	6 WMXJ-F	6 WCMQ-F<	6 WAXY-F	6 WHYI-F	6 WINZ	6 WHYI-F<	6 WQBA	WHYI-F	6 WCMQ-F	6 WAQI
7	7 WAXY-F	7 WAXY-F	7 WJQY-F<	WGTR-F	7 WCMQ-F	7 WMXJ-F	7 WPOW-F	7 WGTR-F	7 WIOD <	7 WQBA
8	8 WLVE-F	8 WIOD	8 WIOD	8 WIOD	8 WJQY-F	8 WINZ	WCMQ-F	8 WIOD	8 WQBA <	8 WPOW-F
9	9 WZTA-F	9 WJQY-F	9 WPOW-F<	9 WJQY-F	9 WNWS	9 WGTR-F<	9 WHYI-F	9 WJQY-F	9 WAXY-F	9
10	WIOD	10 WSHE-F	10 WLYF-F	10 WKIS-F	WKIS-F	10 WPOW-F	WGTR-F	10 WAXY-F	10 WMXJ-F	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WHQT-F>	1 WHQT-F>>	1 WHQT-F>>	1 WHQT-F>	1 WHQT-F>
2 WPOW-F	2 WHYI-F	2 WMXJ-F	2 WHYI-F<	2 WMXJ-F
3 WHYI-F>>	3 WPOW-F>	WHYI-F	3 WMXJ-F	WCMQ-F
4 WGTR-F	4 WAXY-F<	4 WAXY-F	4 WPOW-F<	4 WLYF-F
5 WSHE-F	5 WMXJ-F<	5 WLVE-F	5 WCMQ-F	5 WAXY-F<
6 WLVE-F	6 WLVE-F<	6 WQBA-F	6 WAXY-F<	6 WJQY-F
7 WAXY-F	7 WGTR-F	7 WPOW-F	7 WJQY-F	7 WHYI-F
8 WQBA-F	8 WQBA-F<	WGTR-F	8 WLVE-F	8 WLVE-F
WJQY-F	9 WSHE-F	WCMQ-F	9 WLYF-F	9 WQBA-F
10	10 WCMQ-F	10 WJQY-F	10 WQBA-F	10 WPOW-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHQT-F>	1 WHQT-F	1 WGTR-F	1 WHQT-F	1 WMXJ-F>
2 WPOW-F	2 WGTR-F>	2 WHQT-F>	2 WMXJ-F	2 WHQT-F
3 WSHE-F<	3 WPOW-F	3 WSHE-F	3 WGTR-F	3 WIOD <
4 WGTR-F>	4 WSHE-F	WIOD <	4 WIOD	4 WGTR-F>
5 WHYI-F>	5 WHYI-F	5 WMXJ-F<	5 WPOW-F	5 WKIS-F
6 WIOD >	6 WIOD	6 WPOW-F<	6 WHYI-F	6 WHYI-F<
7 WZTA-F	7 WZTA-F	7 WHYI-F<	7 WSHE-F	7 WCMQ-F<
8 WAXY-F	8 WMXJ-F	8 WZTA-F>	8 WZTA-F	8 WZTA-F
9	9	9 WXDJ-F	9 WAXY-F	9 WPOW-F
10	10	10 WLVE-F	10 WCMQ-F	WAXY-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		520 (2)	520 (2)	10.3	9.5
AOR/CLASSIC		408 (3)	408 (3)	8.1	8.9
AC/OLDIES/SOFT ROCK		808 (5)	808 (5)	16.0	15.9
MOR/VARIETY					
COUNTRY	40 (1)	173 (1)	213 (2)	4.2	3.6
BLACK/URBAN		564 (2)	564 (2)	11.2	10.5
BEAUTIFUL/EASY	3 (1)	539 (2)	542 (3)	10.7	10.8
NEWS/TALK	578 (4)		578 (4)	11.5	11.8
NOSTALGIA	78 (1)		78 (1)	1.5	1.6
RELIGION/GOSPEL	94 (2)		94 (2)	1.9	2.2
SPANISH	659 (6)	357 (2)	1016 (8)	20.1	18.8
CLASSICAL		106 (1)	106 (1)	2.1	3.0
JAZZ/NEW AGE		93 (1)	93 (1)	1.8	1.6
UNKNOWN/OTHERS	28 (2)		28 (2)	0.6	0.8
	1480 (17)	3568 (19)	5048 (36)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEXY	1520	Wilton Mnrs/FtL	0.4/0.8
WOCN	1450	Miami	0.3/1.4
WQAM	560	Miami/Ft. Ldrdl	0.7/2.9
WRFM	830	Hialeah	0.3/0.6
WRHC	1550	Coral Gables/Mi	0.7/2.9
WSUA	1260	Miami	1.2/2.9
WVCG	1080	Coral Gables	0.3/1.5
WWNN	980	Pompano Beach	0.4/1.5
WEAT	850	West Palm Beach	0.1/0.0
WEAT-F	104.3	West Palm Beach	1.3/4.2
WRMF-F	97.9	West Palm Beach	0.8/2.7

AM STATIONS

WAQI,	710,	50 KW (DA-2)	, HISPANIC	,	$ 65.00 (Katz Hisp.)		Armando Roura
WCMQ,	1210,	25 KW/2.5 KW(DA-2),	HISPANIC MOR	,	$ 50.00 (SBS)	SBS	Victor Aleman
WFTL,	1400,	1 KW	, NOSTALGIA	APR,	$ 39.00 (Roslin)		Sam Rosenblatt
WINZ,	940,	50 KW/25 KW(DA-N),	NEWS/TALK	CBS,	$ 74.00 (Katz)	Guy Gannett	Tim Williams
WIOD,	610,	10 KW (DA-2)	, TALK	ABC T, MBS,	$ 95.00 (Christal)	Cox	Michael Disney
WMBM,	1490,	1 KW	, GOSPEL	NBN,	$ 31.00 (K & P)		Ed Margolis
WNWS,	790,	25 KW	, TALK/NEWS	ABC I,	$ 80.00 (Banner)	Jeff-Pilot	Dennis Collins
WOCN,	1450,	1 KW (DA-2)	, HISPANIC	,	$ 35.00 (Lotus)		Maria Perez-Roura
WQAM,	560,	5 KW/1 KW	, COUNTRY	NBC,	$ 37.00 (HNWH)	Sunshine Wireless	Jeff Greenhawt
WQBA,	1140,	50 KW/10 KW(DA-2),	HISPANIC	,	$ 130.00 (Eastman)	Susquehanna	George Hyde
WRHC,	1550,	10 KW/500 W(DA-2),	HISPANIC	,	$ 47.00 (Lotus)		Salvadore Lew
WSUA,	1290,	5 KW (DA-2)	, HISPANIC	,	$ 43.00 (Caballero)		Enrique Landin
WVCG,	1080,	50 KW/10 KW(DA-2),	ETHNIC	,	$ 32.00 (---)	Evergreen	M. Rowe
WWNN,	980,	5 KW/1 KW (DA-3),	TALK	,	$ 38.00 (---)		Joe Nuckols

FM STATIONS

WAXY,	105.9,	100 KW @ 1040,	AC/OLDIES	,	$ 130.00 (Republic)	RKO	Doug Donoho
WCMQ,	92.3,	41 KW @ 300,	HISPANIC AC	,	$ 75.00 (SBS)	SBS	Victor Aleman
WEDR,	99.1,	70 KW @ 175,	BLACK	RADRAD,	$ 72.00 (---)	Rivers	Jerry Rushin
WGTR,	97.3,	100 KW @ 790,	AOR	,	$ 100.00 (Christal)	Cox	Michael Disney
WHQT,	105.1,	100 KW @ 1007,	URBAN/CHR	,	$ 95.00 (MMR)	EZ	Bill Gilreath
WHYI,	100.7,	100 KW @ 917,	CHR	,	$ 133.00 (Mc-Guild)	Metroplex	David Ross
WJQY,	106.7,	100 KW @ 1024,	SOFT AC	TRNSTR,	$ 144.00 (Katz)	Tak	Skip Schmidt
WKIS,	99.9,	100 KW @ 986,	COUNTRY	,	$ 90.00 (HNWH)	Sunshine Wireless	Jeff Greenhawt
WLVE,	93.9,	99 KW @ 1006,	AC/JAZZ	,	$ 118.00 (Torbet)	Gilmore	Dean Goodman
WLYF,	101.5,	100 KW @ 813,	BTFL/EZ	,	$ 123.00 (Banner)	Jeff-Pilot	Dennis Collins
WMXJ,	102.7,	100 KW @ 1006,	OLDIES	,	$ 161.00 (Durpetti)	Sconnix	Jim Butler
WPOW,	96.5,	100 KW @ 1006,	CHR	ABC C, SOURCE,	$ 90.00 (HNWH)	Beasley	Greg Reed
WQBA,	107.5,	95 KW @ 995,	HISPANIC AC	,	$ 60.00 (Eastman)	Susquehanna	George Hyde
WSHE,	103.5,	100 KW @ 1049,	AOR	,	$ 82.00 (Eastman)	TK	Joe Davidman
WTMI,	93.1,	95 KW @ 1006,	CLASSICAL	,	$ 80.00 (CMBS)	Marlin	Allen Stieglitz
WXDJ,	95.7,	100 KW @ 982,	JAZZ/NAC	,	$ 68.00 (CBS)		Anthony Novia
WZTA,	94.9,	96 KW @ 600,	CLASSIC AOR	,	$ 70.00 (Katz)	Guy Gannett	Tim Williams

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

WOCN sold for $55,000 plus debt...WAXY-F sold by RKO to Ackerley for $21,000,000 (Stevens)...WQBA A/F sold by Susquehanna to WADO/Tichenor for $28,000,000 (E) (Crisler & Hepburn).

MILWAUKEE

Arbitron Rank/Pop (12+): 26/1,291,500	Stations: 26/21	1988 Revenue: $39,100,000
	Diaries: 1371/942:1/54.9%	HH Inc.: $34,659
MSA Rank/Pop: 32/1,377,800	Sample Target: 1420	Retail $: 9.2 Bil
ADI # 28	% Below Line: 2.5	Pop per Station: 61,500
Average Person Ratings: 18.8	% Not Listed: 7.7	#1 Biller: WTMJ $9,000,000
Market TSL: 24.5 hours		

12+ METRO		1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WTMJ	(MOR)	299/12.3	9.8	13.0	14.0	13.2	12.3	337/4249	3595/27.8	26.6	28.3	71	9.8	230	2779	WTMJ
2. WKTI-F	(CHR)	247/10.1	9.0	9.3	9.4	9.9	9.4	264/4023	3573/27.7	29.0	26.8	110	11.[illegible]	262	3631	WKTI-F
3. WOKY	(BB)	164/ 6.7	5.6	5.9	6.4	5.8	6.2	175/1991	1785/13.8	11.6	11.6	39	6.0	141	1236	WOKY
4. WMIL-F	(C)	159/ 6.5	7.8	6.7	7.0	8.0	7.0	214/2609	1925/14.9	13.5	14.0	138	6.5	153	1632	WMIL-F
5. WLUM-F	(B)	149/ 6.1	5.9	4.1	4.8	6.7	5.2	168/2489	2271/17.6	12.2	13.6	89	12.2	286	2910	WLUM-F
6. WKLH-F	(AOR)	148/ 6.1	6.2	7.9	9.0	8.6	7.3	164/2574	2283/17.7	18.7	19.3	141	7.1	168	2133	WKLH-F
7. WEZW-F	(EZ)	144/ 5.9	7.6	7.5	7.0	6.3	7.0	157/1993	1737/13.4	17.8	15.3	71	3.5	82	1429	WEZW-F
8. WLZR-AF	(AOR)	142/ 5.8	6.7	6.2	6.5	7.0	6.3	177/2801	2331/18.0	16.2	13.6	67	8.4	193	2503	WLZR-AF
9. WZTR-F	(O)	106/ 4.4	3.1	2.7	1.5	1.6	2.9	120/2009	1653/12.8	7.9	6.9	159	3.4	79	921	WZTR-F
10. WLTQ-F	(AC)	100/ 4.1	4.7	4.6	4.7	5.5	4.5	106/1603	1479/11.5	12.8	12.4	163	2.2	52	656	WLTQ-F
11. WQFM-F	(AOR)	97/ 4.0	3.1	2.6	3.0	3.7	3.2	121/2244	1781/13.8	11.7	12.4	98	3.2	76	1654	WQFM-F
12. WISN	(T)	91/ 3.7	3.7	3.6	3.3	2.7	3.6	97/1489	1390/10.8	11.6	10.8	68	4.6	108	1147	WISN
13. WMYX-F	(AC)	83/ 3.4	4.0	4.1	3.9	2.5	3.8	104/1612	1336/10.3	12.3	8.7	126	3.0	70	731	WMYX-F
14. WBZN-AF	(J/NA)	57/ 2.3	2.6	2.2	1.3	1.2	2.1	68/1038	912/ 7.1	5.4	5.2	152	2.2	51	706	WBZN-AF
15.																

12+ FM SHARE (METRO): 67.82% (1524 of 2247) (SPG 88: 68.33%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKTI-F	1 WKTI-F	1 WKTI-F	1 WKTI-F	1 WKTI-F	1 WTMJ >	1 WKTI-F	1 WTMJ <	1 WKTI-F<	1 WTMJ >>	1 WTMJ >>
2 WLUM-F>	2 WLZR-AF	2 WKLH-F	2 WKLH-F	2 WMIL-F	2 WOKY	2 WTMJ >	2 WKTI-F	2 WTMJ	2 WLUM-F	2 WLZR-F<
3 WLZR-AF>>	WKLH-F	3 WLZR-AF	3 WZTR-F	3 WTMJ <	3 WEZW-F	3 WOKY	3 WEZW-F	3 WLUM-F<	3 WKTI-F	3 WMIL-F
4	4 WLUM-F	4 WLUM-F	4 WTMJ	4 WKLH-F	4 WMIL-F>	4 WMIL-F<	4 WOKY <	4 WMIL-F	4 WLZR-AF>	WKTI-F
5	5 WQFM-F>	5 WZTR-F	5 WLTQ-F	5 WZTR-F	5 WISN	5 WKLH-F	5 WKLH-F<	5 WLZR-AF	5 WOKY	5 WRJN
6	6 WMYX-F<	6 WTMJ <	6 WMIL-F	6 WLTQ-F	6 WKTI-F	6 WLZR-AF	6 WMIL-F	6 WKLH-F<	6 WMIL-F	WLUM-F
7	7 WZTR-F	7 WQFM-F<	7 WLUM-F	7 WLUM-F	7 WLTQ-F	7 WEZW-F	7 WLTQ-F	7 WEZW-F	WKLH-F	7
8	8	8 WMIL-F	8	8	8	8	8	8 WOKY	8 WQFM-F	8
9	9	WLTQ-F	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WKTI-F>	1 WKTI-F>>	1 WKTI-F>>	1 WKTI-F>>	1 WKTI-F>
2 WLUM-F	2 WLUM-F	2 WKLH-F	2 WLUM-F<	2 WMIL-F
3 WLZR-AF>	3 WKLH-F	3 WLUM-F	3 WKLH-F	3 WLTQ-F
4 WMYX-F	4 WLZR-AF<	4 WZTR-F	4 WLTQ-F<	4 WTMJ
WKLH-F	5 WMYX-F	5 WTMJ	5 WZTR-F	5 WZTR-F
6 WQFM-F	6 WZTR-F	6 WMYX-F	6 WMYX-F	6 WKLH-F
7 WMVP	7	WLTQ-F	7 WMIL-F	7 WEZW-F<
8 WZTR-F>>	8	8	8 WTMJ	8 WMYX-F<
9	9	9	9	9 WLUM-F
10	10	10	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLZR-AF>>	1 WLZR-AF	1 WKLH-F>	1 WKLH-F	1 WKLH-F
2 WQFM-F	2 WKLH-F	2 WLZR-AF<	2 WLZR-AF>	2 WTMJ
3 WKLH-F	3 WQFM-F>	3 WQFM-F	3 WQFM-F	3 WMIL-F
4 WLUM-F>	4 WLUM-F	4 WLUM-F	4 WKTI-F	4 WZTR-F
5 WKTI-F>	5 WKTI-F>	5 WKTI-F	5 WLUM-F	5 WKTI-F
6 WMYX-F	6 WZTR-F	6 WZTR-F	6 WTMJ <	6 WLZR-AF<
7	7 WTMJ	7 WTMJ	7 WZTR-F	7 WQFM-F
8	WMYX-F	8	8 WMIL-F	8 WLUM-F
9	9	9	9	9
10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		255 (2)	255 (2)	11.3	10.6
AOR/CLASSIC	5 (1)	382 (3)	387 (4)	17.2	20.9
AC/OLDIES/SOFT ROCK	33 (1)	296 (4)	329 (5)	14.6	12.9
MOR/VARIETY	322 (2)		322 (2)	14.3	15.0
COUNTRY		159 (1)	159 (1)	7.1	8.9
BLACK/URBAN	23 (1)	149 (1)	172 (2)	7.7	10.0
BEAUTIFUL/EASY		144 (1)	144 (1)	6.4	6.7
NEWS/TALK	137 (4)		137 (4)	6.1	4.8
NOSTALGIA	164 (1)		164 (1)	7.3	7.0
RELIGION/GOSPEL	39 (1)		39 (1)	1.7	
SPANISH					
CLASSICAL		47 (1)	47 (1)	2.1	1.8
JAZZ/NEW AGE		57 (1)	57 (1)	2.5	1.3
UNKNOWN/OTHERS		35 (1)	35 (1)	1.6	
	723 (11)	1524 (15)	2247 (26)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEMP	1250	Milwaukee	1.4/7.1
WFMR-F	98.3	Menomonee Falls	1.9/5.0
WMVP	1290	Greenfield	0.9/3.3
WNOV	860	Milwaukee	1.6/3.6
WRJN	1400	Racine	0.9/2.6
WBBM	780	Chicago	0.4/3.5
WGN	720	Chicago	1.1/4.5
WJMK-F	104.3	Chicago	0.3/1.0
WJZQ-F	95.1	Kenosha	0.3/2.2
WLUP	1000	Chicago	0.4/1.4

AM STATIONS

WEMP,	1250,	5 KW (DA-2)	, OLDIES	TRNSTR, CBS,	$ 40.00 (Banner)	Heritage	Craig Hodgson
WISN,	1130,	50 KW/10 KW (DA-N),	TALK	ABC I, MBS,	$ 56.00 (Katz)	Hearst	Steve Downes
WMVP,	1290,	5 KW (DA-2)	, BLACK	SMN,	$ 24.00 (K & P)	All Pro	Steve Sinicropi
WNOV,	860,	250 W (DAYS, DA)	, BLACK/GOSPEL	NBN,	$ 20.00 (---		Walter Jones
WTMJ,	620,	5 KW (DA-N)	, MOR	NBC,	$ 128.00 (Christal)	Jounal Co.	Paul LeSage
WYLO,	540,	250 W/150 W(DA-2),	RELIGION	CBN	$ 20.00 (---	Marsh	Marion Luthe
WOKY,	920,	5 KW/1 KW (DA-2)	, NOSTALGIA	CBS,	$ 49.00 (CBS	Sundance	Brian Ongaro

FM STATIONS

WBZN,	100.7,	50 KW @	500,	JAZZ/NAC	,	$ 44.00 (Torbet)	Channel One (RACINE)	Harvey Wittenber
WEZW,	103.7,	19 KW @	840,	BTFL/EZ	,	$ 63.00 (Republic)	Multimedia	Richard Washer
WFMR,	98.3,	3 KW @	330,	CLASSICAL	,	$ 42.00 (CMBS)		Bob Caulfield
WKLH,	96.5,	20 KW @	810,	CLASSIC AOR	,	$ 94.00 (Mc-Guild)	Saga	Tom Joerres
WKTI,	94.5,	16 KW @	911,	CHR	SOURCE,	$ 96.00 (Christal)	Journal Co.	Doug Kiel
WLTQ,	97.3,	15 KW @	980,	SOFT AC	,	$ 56.00 (Katz)	Hearst	Steve Downes
WLUM,	102.1,	50 KW @	490,	BLACK/URBAN	RADRAD,	$ 49.00 (HNWH)	All Pro	Steve Sinicropi
WLZR,	102.9,	50 KW @	440,	AOR	ABC F,	$ 62.00 (Republic)	Great American	David Crowl
WMIL,	106.1,	13 KW @	976,	COUNTRY	,	$ 78.00 (CBS)	Sundance	Brian Ongaro
WMYX,	99.1,	50 KW @	450,	AC	CBS,	$ 59.00 (Banner)	Heritage	Craig Hodgson
WQFM,	93.3,	13 KW @	992,	AOR	ABC R,	$ 65.00 (Torbet)	Shamrock-Lynett	Ralph Barnes
WZTR,	95.7,	34 KW @	610,	OLDIES	,	$ 50.00 (Durpetti)		Tim Midland

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

FORMAT CODES

CHR - Contemporart Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to near 1988)
B - Black (audience predominantly Black - over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - EZ listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country

T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band, Nostalgia
M - Middle of Road (MOR), Full Service, Variety
J/NA - Jazz and New Age
R - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
? - Others or Unknown

MINNEAPOLIS-ST. PAUL

Arbitron Rank/Pop (12+): 19/1,944,800

MSA Rank/Pop: 14/2,345,500
ADI # 13
Average Person Ratings: 18.1
Market TSL: 23.5 hours

Stations: 20/19
Diaries: [illegible]23/1129:1/59.6%
Sample Tar[illegible] 1660
% Below Line: 0.3
% Not Listed: 13.5

1988 Revenue: $68,400,000
HH Inc.: $38,799
Retail $: 19.0 Bil
Pop per Station: 102,357
#1 Biller: WCCO $20,000,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WCCO (MOR)	579/16.4	16.3	16.9	22.3	16.6	18.0	847/10638	7407/38.1	38.1	35.3	73	16.9	599	6907	WCCO
2. KQRS-AF (AOR)	301/ 8.6	8.0	8.4	9.5	11.7	8.6	345/5161	4316/22.2	21.9	23.0	106	10.6	365	5045	KQRS-AF
3. KSTP-F (AC)	271/ 7.7	8.7	9.2	7.5	9.0	8.3	332/4311	3449/17.7	20.9	19.5	144	7.4	264	2958	KSTP-F
4. WLTE-F (AC)	265/ 7.5	7.3	6.9	5.5	5.8	6.8	335/4482	3562/18.3	19.1	17.9	123	4.5	161	2554	WLTE-F
5. WLOL-F (CHR)	248/ 7.0	6.4	6.2	6.0	9.4	6.4	284/5449	4759/24.5	21.9	24.3	73	8.8	311	4612	WLOL-F
6. KDWB-F (CHR)	240/ 6.8	6.5	6.8	6.8	4.7	6.7	267/4653	4051/20.8	21.6	17.1	59	8.4	298	3894	KDWB-F
7. KEEY-F (C)	216/ 6.1	6.5	6.8	6.2	6.2	6.4	272/3103	2486/12.8	15.5	14.1	113	6.8	241	2551	KEEY-F
8. KQQL-F (O)	159/ 4.5	3.7	1.6	1.5	1.4	2.8	244/3341	2486/12.8	6.6	6.1	160	4.3	154	2161	KQQL-F
9. KTCZ-F (AOR)	149/ 4.2	4.5	4.2	4.0	4.3	4.2	161/2632	2431/12.5	10.4	10.7	152	3.9	138	1804	KTCZ-F
10. KLXK-F (O)	138/ 3.9	5.6	6.8	6.3	4.6	5.7	147/3365	3060/15.7	17.7	10.9	138	2.9	104	2138	KLXK-F
11. KJJO-F (AOR)	114/ 3.2	3.6	3.7	4.4	5.3	3.7	167/2628	1888/ 9.7	12.8	12.2	56	4.8	171	2137	KJJO-F
12. KSTP (N/T)	98/ 2.8	2.7	2.9	2.6	3.0	2.8	107/1926	1739/ 8.9	7.9	9.0	104	2.8	98	1409	KSTP
13. KLBB (BB)	93/ 2.6	1.5	1.6	1.3	1.8	1.8	93/1036	1032/ 5.3	4.2	3.5	23	1.2	43	647	KLBB
14. WDGY (C)	62/ 1.8	1.6	1.3	1.5	1.6	1.5	84/1555	1067/ 5.5	5.4	5.7	83	1.2	44	870	WDGY
15. WAYL (EZ)	43/ 1.2	1.4	1.3	1.5	0.4	1.4	44/732	682/ 3.5	4.3	2.0	58	0.6	23	401	WAYL

12+ FM SHARE (METRO): 68.78% (2095 of 3046) (SPG 88: 69.63%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDWB-F	1 KQRS-AF>	1 KQRS-AF	1 KSTP-F	1 WCCO	1 WCCO >>	1 WCCO >	1 WCCO	1 WCCO >	1 WCCO >>	1 WCCO >>
2 WLOL-F>>	2 KDWB-F<	2 KSTP-F	2 WCCO	2 KSTP-F	2 WLTE-F	2 KQRS-AF	2 WLTE-F<	2 KSTP-F	2 KDWB-F	2 KSTP >
3 KJJO-F>	3 WLOL-F	3 WCCO <	3 KQRS-AF	3 WLTE-F<	3 KSTP-F	3 KSTP-F	3 KQRS-AF	3 KQRS-AF	3 WLOL-F	3 KEEY-F>
4 KQRS-AF>	4 KSTP-F	4 WLTE-F	4 WLTE-F	4 KQRS-AF	4 KEEY-F>	4 WLOL-F	4 KSTP-F	4 WLTE-F<	4 KQRS-AF	4 KSTP-F
5 KEEY-F	5 KTCZ-F	5 WLOL-F	5 KQQL-F	5 KQQL-F<	5 KQQL-F<	5 WLTE-F	5 KEEY-F<	5 WLOL-F	5 KEEY-F<	5 WDGY
6	6 WLTE-F	6 KDWB-F	6 KTCZ-F	6 KEEY-F	6 KLBB	6 KDWB-F<	6 WLOL-F	KDWB-F	6 WLTE-F	6 KQRS-F
7	7 KLXK-F	7 KTCZ-F<	7 KEEY-F	7 KTCZ-F	7	7 KEEY-F	7 KDWB-F	7 KEEY-F	KJJO-F	7
8	KJJO-F	8 KEEY-F<	8 KLXK-F<	8 KLXK-F	8	8	8	8	8	8
9	9	9 KQQL-F	9 WLOL-F	9 WLOL-F	9	9	9	9	9	9
10	10	10 KLXK-F	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KDWB-F	1 KDWB-F	1 KSTP-F>	1 KSTP-F	1 KSTP-F
2 WLOL-F>	2 KSTP-F<	2 KTCZ-F<	2 WLTE-F	2 WLTE-F>
3 KQRS-AF>	3 WLOL-F	3 WLTE-F<	3 KDWB-F	3 WCCO
4 KSTP-F	4 KQRS-AF<	4 KDWB-F	4 WLOL-F	4 KEEY-F
5 WLTE-F	5 WLTE-F	5 WLOL-F	5 KEEY-F<	5 KQQL-F
6 KEEY-F	6 KTCZ-F	6 KQQL-F	6 KQRS-AF	6 KTCZ-F
7 KJJO-F	7	7 KQRS-AF	7 KTCZ-F<	7 WLOL-F<
8	8	8	8 WCCO	8 KDWB-F
9	9	9	KQQL-F	9
10	10	10	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQRS-AF>>	1 KQRS-AF>>	1 KQRS-AF>>	1 KQRS-AF>	1 WCCO
2 KDWB-F	2 WLOL-F<	2 KTCZ-F>	2 WCCO >	2 KQRS-AF>
3 KJJO-F	3 KTCZ-F<	3 KLXK-F	3 KSTP-F	3 KSTP-F
4 WLOL-F>	4 KJJO-F	4 WLOL-F<	4 KTCZ-F<	4 KQQL-F
5 KTCZ-F	5 KDWB-F	5 KSTP-F<	5 WLOL-F	5 KTCZ-F<
6 KEEY-F	6 KLXK-F	6 WCCO	6 KLXK-F<	6 KLXK-F
7	7 WCCO	7 KJJO-F	7 KQQL-F	7 KEEY-F
8	KSTP-F	8	8	8 WLTE-F
9	9	9	9	9
10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		498 (3)	498 (3)	16.3	15.9
AOR/CLASSIC	32 (2)	548 (3)	580 (5)	19.0	19.0
AC/OLDIES/SOFT ROCK	27 (1)	833 (4)	860 (5)	28.2	21.2
MOR/VARIETY	579 (1)		579 (1)	19.0	18.7
COUNTRY	62 (1)	216 (1)	278 (2)	9.1	8.7
BLACK/URBAN					
BEAUTIFUL/EASY	43 (1)		43 (1)	1.4	5.7
NEWS/TALK	98 (1)		98 (1)	3.2	3.4
NOSTALGIA	93 (1)		93 (1)	3.1	2.1
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE	17 (1)		17 (1)	0.6	5.3
UNKNOWN/OTHERS					
	951 (9)	2095 (11)	3046 (20)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDWB	630	St. Paul	0.8/4.5
KTCJ	690	Minneapolis	0.5/1.0
KZOW	950	St. Louis Park	0.5/1.7
KCLD-F	104.7	St. Cloud	0.3/1.9

AM STATIONS

KDWB,	630,	5 KW/500 W (DA-2),	OLDIES	IND, $ N/A	(Christal)	Legacy	Gary Swartz
KLRB,	1400,	1 KW	, NOSTALGIA	ABC D, CNN, $ 34.00	(Roslin)		Les Carroll
KSTP,	1500,	50 KW (DA-N)	, TALK/NEWS	ABC I, ABC T, $ 50.00	(Mc-Guild)	Hubbard	Bob Fransen
KTCJ,	690,	500 W (DAYS)	, JAZZ	IND, $ 23.00	(Durpetti,	Parker	Mike Boen
KYCR,	1570,	2.5 KW/300 W	, REL	CBN, $ 20.00	(----)	Marsh	
WAYL,	980,	5 KW (DA-1)	, BTFL/EZ	IND, $ 20.00	(Banner)	Entercom	Steve Woodbury
WCCO,	830,	50 KW	, MOR	CBS, $ 279.00	(CBS)		Steven Goldstein
WDGY,	1130,	50 KW/25 KW (DA-2),	COUNTRY	MBS, $ 46.00	(Katz)	Malrite	Mike Anselmo

FM STATIONS

KDWB,	101.3,	50 KW @ 840,	CHR	IND, $ 95.00	(Christal)	Legacy	Gary Swartz
KEEY,	102.1,	50 KW @ 842,	COUNTRY	IND, $ 117.00	(Katz)	Malrite	Mike Anselmo
KJJO,	104.1,	100 KW @ 1040,	AOR	CBS, $ 57.00	(Republic)	Park	---
KLXK,	93.7,	50 KW @ 424,	OLDIES/AC	IND, $ 70.00	(Durpetti)	Entercom	Steve Woodbury
KQRS,	92.5,	50 KW @ 822,	AOR	ABC R, $ 154.00	(Katz)	Cap Cities/ABC	Mark Steinmetz
KQQL,	107.9,	97 KW @ 1080,	OLDIES	IND, $ 60.00	(Republic)	Trumper	Kevin McCarthy
KSTP,	94.5,	95 KW @ 1250,	AC	IND, $ 178.00	(Mc-Guild)	Hubbard	John Mayasich
KTCZ,	97.1,	100 KW @ 280,	AOR	IND, $ 65.00	(Durpetti)	Parker	Mike Boen
WLOL,	99.5,	50 KW @ 844,	CHR	IND, $ 120.00	(HNWH)	Emmis	Lisa Fransen
WLTE,	102.9,	100 KW @ 1304,	SOFT AC	IND, $ 100.00	(CBS)		Rand Gottlieb

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

KDWB A/F sold by Legacy to
Midcontinent for $17,700,00

MOBILE

Arbitron Rank/Pop (12+): 86/385,600

MSA Rank/Pop: 102/478,100
ADI #64 (w/Pensacola)
Average Person Ratings: 18.4
Market TSL: 24.5 hours

Stations: 26/20
Diaries: 922/418:1/56.3%
Sample Target: 770
% Below Line: 3.5
% Not Listed: 8.2

1988 Revenue: $11,400,000
HH Inc.: $28,654
Retail $: 3.0 Bil
Pop per Station: 19,280
#1 Biller: WKSJ-F $3,800,000

12+ METRO		1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WKSJ-AF	(C)	130/18.3	18.0	17.7	17.9	20.4	----	143/1330	1169/30.3	29.8	30.8	105	15.4	108	1162	WKSJ-AF
2. WBLX-F	(B)	108/15.2	11.9	12.9	17.3	14.3	----	204/1779	872/22.6	22.8	21.9	97	20.1	144	1216	WBLX-F
3. WABB-F	(CHR)	82/11.6	12.7	13.9	15.4	17.4	----	140/2070	1053/27.3	31.8	35.0	87	17.9	128	1478	WABB-F
4. WGOK	(B)	60/ 8.5	6.9	8.5	7.3	7.8	----	65/661	574/14.9	15.3	14.8	71	4.2	30	414	WGOK
5. WKRG	(N/T)	41/ 5.8	4.0	4.6	4.4	4.5	----	41/399	397/10.3	10.7	11.2	84	3.4	24	270	WKRG
6. WAVH-F	(O)	38/ 5.4	5.4	3.3	4.5	3.7	----	86/1114	518/13.4	10.0	8.6	170	3.4	24	433	WAVH-F
7. WGCX-F	(AOR)	37/ 5.2	3.0	2.4	1.2	3.4	----	62/860	469/12.2	7.7	13.5	125	6.9	49	556	WGCX-F
8. WKRG-F	(AC)	26/ 3.7	4.4	5.0	4.5	4.0	----	50/911	489/12.7	15.5	16.0	132	3.5	25	485	WKRG-F
9. WMEZ-F	(EZ)	20/ 2.8	1.9	2.5	2.6	1.5	----	64/811	250/ 6.5	5.6	4.7	57	2.8	20	233	WMEZ-F
10. WDLT-F	(AC)	19/ 2.7	2.9	3.6	3.4	4.0	----	19/316	316/ 8.2	10.7	11.3	141	1.8	13	204	WDLT-F
11. WMML	(B)	12/ 1.7	4.9	4.9	2.6	1.6	----	12/286	270/ 7.0	10.6	5.1	47	1.5	11	236	WMML
12.																
13.																
14.																

15. 12+ FM SHARE (METRO): 76.04% (495 of 651) (SPG 88: 73.75%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WABB-F>	1 WBLX-F>	1 WBLX-F	1 WKSJ-AF	1 WKSJ-AF	1 WKSJ-AF>>	1 WKSJ-AF>>	1 WKSJ-AF>	1 WKSJ-AF	1 WBLX-F>	1 WKSJ-F>>
2 WBLX-F>>	2 WABB-F>	2 WKSJ-AF	2 WBLX-F>	2 WBLX-F>	2 WGOK	2 WBLX-F<	2 WBLX-F<	2 WBLX-F	2 WABB-F	2 WBLX-F<
3 WGOK	3 WKSJ-AF	3 WABB-F>	3 WABB-F	3 WABB-F	3 WKRG >	3 WABB-F>	3 WGOK	3 WABB-F>>	3 WKSJ-AF>	3 WKRG >
4	4 WGCX-F>>	4 WAVH-F<	4 WAVH-F	4 WAVH-F	4 WAVH-F	4 WKRG <	4 WABB-F	4 WAVH-F	4 WGOK	4 WABB-F
5	5	5 WGCX-F	5	5	5 WBLX-F	5 WAVH-F	5 WAVH-F	5 WGCX-F	5 WKRG	5 WGCX-F>
6	6	6	6	6	6	6	6	6 WGOK	6 WGCX-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBLX-F	1 WBLX-F	1 WBLX-F	1 WKSJ-AF<	1 WKSJ-AF>	1 WBLX-F>>	1 WBLX-F>	1 WBLX-F	1 WBLX-F>	1 WKSJ-AF<
2 WABB-F>>	2 WABB-F	2 WKSJ-AF	2 WBLX-F>	2 WBLX-F>	2 WABB-F>	2 WABB-F>	2 WABB-F	2 WABB-F	2 WBLX-F
3 WKSJ-AF	3 WKSJ-AF>>	3 WABB-F>	3 WABB-F>	3 WABB-F	3 WGCX-F>>	3 WGCX-F>	3 WGCX-F	3 WKSJ-AF	3 WAVH-F
4 WGCX-F	4	4 WKRG-F	4 WGOK	4 WGOK	4 WKSJ-AF	4 WKSJ-AF>>	4 WKSJ-AF>>	4 WGCX-F	4 WABB-F
5	5	5	5	5 WKRG-F	5	5	5	WAVH-F	5 WGCX-F
6	6	6	6	WAVH-F	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		93 (3)	93 (3)	14.3	16.6
AOR/CLASSIC		46 (2)	46 (2)	7.1	3.8
AC/OLDIES/SOFT ROCK		83 (3)	83 (3)	12.7	15.0
MOR/VARIETY	11 (2)		11 (2)	1.7	0.5
COUNTRY	6 (1)	138 (4)	144 (5)	22.1	20.8
BLACK/URBAN	83 (3)	115 (2)	198 (5)	30.4	28.8
BEAUTIFUL/EASY		20 (1)	20 (1)	3.1	4.4
NEWS/TALK	41 (1)		41 (1)	6.3	4.8
NOSTALGIA	3 (1)		3 (1)	0.5	0.8
RELIGION/GOSPEL	11 (2)		11 (2)	1.7	4.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	1 (1)		1 (1)	0.2	0.4
	156 (11)	495 (15)	651 (26)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WABB	1480	Mobile	0.1/2.7
WBCA	1110	Bay Minette	0.6/1.2
WBHY	840	Mobile	0.7/3.6
WBLX	660	Fairhope/Mobile	1.6/6.2
WHEP	1310	Foley	1.0/1.6
WLPR	960	Prichard/Mobile	0.4/2.4
WMML-F	105.5	Bay Minette/Mbl	1.0/5.5
WMOB	1360	Mobile	0.8/1.6
WZEW-F	92.1	Fairhope	1.3/6.8
WJLQ-F	100.7	Pensacola	0.8/4.9
WKNN-F	99.1	Pascagoula	0.6/2.0
WOWW-F	107.3	Pensacola	0.8/2.3
WPMO	1580	Pascagoula/MsPt	
WQID-F	93.7	Biloxi	0.7/2.2
WXBM-F	102.7	Milton/Penscola	0.6/2.9

RADIO STATIONS

WBLX, 660, 22 KW/1 KW (DA-N) , BLACK	, $	N/A (HNWH)	Beasley	Dave Clark
WGOK, 900, 1 KW/500 W (DA-2), BLACK	SBN, $	13.00 (Roslin)		Dickie Roberds
WKRG, 710, 1 KW/500 W (DA-N), NEWS/TALK	CBS, MBS, $	27.00 (Katz)		Wes Diamond
WMML, 1410, 5 KW (DA-N) , BLACK	SBN, $	15.00 (K & P)		---
WMOB, 1360, 5 KW (DAYS, DA) , GOSPEL	, $	10.00 (---)		Ted Tucker
WABB-F, 97.5, 100 KW @ 1350, CHR	ABC F, $	68.00 (Christal)	Dittman	Bernard Dittman
WAVH-F, 96.1, 100 KW @ 1441, OLDIES	TRNSTR, $	30.00 (Durpetti)	Marathon	Don Walker
WBLX-F, 92.9, 100 KW @ 1555, BLACK	US 1, ABC C, $	48.00 (HNWH)	Beasley	Dave Clark
WDLT-F, 98.3, 100 KW @ 300, SOFT AC	TRNSTR, $	20.00 (K & P)		Chris Kalifeh
WGCX-F, 104.1, 100 KW @ 1555, AOR	ABC R, $	25.00 (Republic)	(ATMORE)	Ben Bain
WKRG-F, 99.9, 100 KW @ 1604, AC	MBS, $	30.00 (Katz)		Wes Diamond
WKSJ-F, 94.9, 100 KW @ 430, COUNTRY	ABC E, $	88.00 (Banner)	Capitol-Johnson	Wayne Gardner
WMML-F, 105.5, 2.6 KW @ 357, BLACK	CBS, $	15.00 (K & P)	(BAY MINETTE)	---
WZEW-F, 92.1, 3 KW @ 300, AOR	, $	20.00 (---)	(FAIRHOPE)	Sandy Frost

WMEZ -- See Pensacola **MISCELLANEOUS COMMENTS:** WLPR-F changes calls to WMML (March)...WMML changes from BTFL to BLACK (?) WZEW-F (Fairhope) sold for $750,000.

MODESTO

Arbitron Rank/Pop (12+): 132/274,300

MSA Rank/Pop: 140/332,600
Sacramento ADI
Average Person Ratings: 16.6
Market TSL: 22.25 hours

Stations: 25/15
Diaries: 682/402:1/47.5%
Sample Target: 620
% Below Line: 5.5
% Not Listed: 16.3

1988 Revenue: $9,300,000
HH Inc.: $31,331
Retail $: 2.0 Bil
Pop per Station: 18,286
#1 Biller: KOSO-F $1,600,000

12+ METRO			1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1.	KHOP-F	(CHR)	63/13.9	8.7	7.1	5.9	7.2	----	143/2034	766/27.9	18.8	18.2	80	12.4	58	608	KHOP-F
2.	KDJK-F	(AOR)	51/11.2	9.1	13.0	8.0	11.3	----	115/1187	491/17.9	18.3	14.9	118	11.3	53	519	KDJK-F
3.	KBEE-F	(EZ)	48/10.6	11.9	9.7	11.5	12.0	----	96/1099	446/16.3	18.2	19.2	55	9.0	42	360	KBEE-F
4.	KMIX-F	(C)	38/ 8.4	8.0	9.5	8.8	7.2	----	47/599	466/17.0	17.0	17.0	132	6.4	30	282	KMIX-F
5.	KOSO-F	(AC)	24/ 5.3	6.3	8.0	9.9	7.9	----	41/823	397/14.5	12.2	18.5	155	6.2	29	358	KOSO-F
6.	KTRB	(C)	20/ 4.4	4.7	5.4	4.5	2.6	----	50/544	293/10.7	10.9	7.1	84	3.6	17	199	KTRB
7.	KABX-F	(O)	16/ 3.5	0.7	2.1	0.5	1.4	----	32/502	259/ 9.4	3.0	4.0	129	4.7	22	186	KABX-F
8.	KFIV-F	(CHR)	15/ 3.3	6.6	5.9	7.2	7.0	----	15/408	361/13.2	16.9	20.8	88	4.3	20	407	KFIV-F
9.	KIZS-F	(CHR)	12/ 2.6	3.5	3.8	8.0	6.0	----	18/532	243/ 8.9	11.5	10.2	62	4.7	22	267	KIZS-F
	KCBS	(N/T)	12/ 2.6	3.7	2.4	3.2	3.8	----	37/625	144/ 5.2	8.7	10.4	62	2.1	10	187	KCBS
11.	KLOC	(SP)	11/ 2.4	4.9	6.1	1.6	3.8	----	14/211	146/ 5.3	7.3	5.4	104	3.6	17	158	KLOC
	KAMB-F	(REL)	11/ 2.4	1.9	2.1	2.9	1.7	----	26/225	131/ 4.8	4.8	6.8	137	3.4	16	196	KAMB-F
13.	KNBR	(MOR)	10/ 2.2	2.1	4.0	4.3	3.4	----	56/821	216/ 7.9	8.6	9.6	73	3.0	14	249	KNBR
14.	KUBB-F	(AC)	8/ 1.8	2.3	2.4	2.4	4.1	----	64/713	185/ 6.7	8.0	8.3	161	2.1	10	187	KUBB-F
15.																	

12+ FM SHARE (METRO): 78.42% (298 of 380) (SPG 88: 72.37%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHOP-F>>	1 KDJK-F>	1 KDJK-F	1 KDJK-F	1 KDJK-F	1 KBEE-F>	1 KHOP-F>	1 KHOP-F<	1 KHOP-F	1 KHOP-F>	1 KHOP-F>
2 KIZS-F>	2 KHOP-F>>	2 KHOP-F>	2 KHOP-F	2 KMIX-F	2 KMIX-F>	2 KMIX-F	2 KBEE-F	2 KDJK-F	2 KDJK-F>	2 KLOC
3 KFIV-F>	3 KMIX-F	3 KMIX-F>	3 KMIX-F>	KHOP-F>	3 KTRB	KBEE-F	3 KDJK-F	3 KBEE-F	3 KNBR	3 KMIX-F
4 KLOC	4 KOSO-F	4 KOSO-F	4 KOSO-F	4 KOSO-F	4 KHOP-F	4 KDJK-F	4 KMIX-F	4 KMIX-F	4 KIZS-F	KDJK-F
KDJK-F>>	5	5	5	5	5 KOSO-F	5 KOSO-F	5 KOSO-F	5	KBEE-F	KBEE-F
						6 KTRB				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KHOP-F	1 KHOP-F>	1 KHOP-F>>	1 KHOP-F>	1 KHOP-F	1 KDJK-F	1 KDJK-F>>	1 KDJK-F>>	1 KDJK-F>	1 KDJK-F>
2 KDJK-F>	2 KDJK-F>	2 KOSO-F	2 KMIX-F	2 KMIX-F	2 KHOP-F>>	2 KHOP-F>	2 KMIX-F	2 KHOP-F>	2 KMIX-F
3 KFIV-F>	3 KMIX-F	KMIX-F	3 KDJK-F	3 KOSO-F	3 KABX-F>	3 KMIX-F	3 KHOP-F>	3 KMIX-F>	3 KHOP-F>
4 KMIX-F	4 KFIV-F	KDJK-F>	4 KOSO-F	4 KBEE-F	4 KIZS-F	4 KOSO-F>	4 KOSO-F>>	4 KOSO-F	4 KOSO-F
5	5 KOSO-F	5 KABX-F	5 KBEE-F	5 KABX-F	KOSO-F>>	5 KABX-F	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		92 (4)	92 (4)	24.2	16.3
AOR/CLASSIC		54 (2)	54 (2)	14.2	14.5
AC/OLDIES/SOFT ROCK	7 (1)	50 (4)	57 (5)	15.0	10.3
MOR/VARIETY	10 (1)		10 (1)	2.6	4.5
COUNTRY	32 (3)	40 (2)	72 (5)	18.9	22.6
BLACK/URBAN					4.2
BEAUTIFUL/EASY		48 (1)	48 (1)	12.6	13.2
NEWS/TALK	13 (2)		13 (2)	3.4	2.6
NOSTALGIA	9 (2)		9 (2)	2.4	0.5
RELIGION/GOSPEL		11 (1)	11 (1)	2.9	2.4
SPANISH	11 (1)	3 (1)	14 (2)	3.7	7.6
CLASSICAL					1.3
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	82 (10)	298 (15)	380 (25)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KASH	1360	Modesto	0.2/2.1
KMIX	1390	Turlock/Modesto	1.1/3.4
KNTO-F	95.9	Livingston	0.7/1.8
KOOK	970	Modesto	1.5/4.8
KFRC	610	San Francisco	1.3/1.9
KMEL-F	96.7	Manteca/Modesto	0.4/2.7
KRAK	1140	Sacramento	1.5/4.7
KRAK-F	105.1	Sacramento	0.4/1.9
KRQR-F	97.3	San Francisco	0.7/2.6
KSFO	560	San Francisco	0.7/1.9
KYBB-F	100.9	Tracy	0.4/2.3

RADIO STATIONS

KLOC,	920,	500 W/2.5 KW(DA-2),	HISPANIC	, $	15.00 (Lotus)		Mike Sturtevant
KOOK,	970,	1 KW (DA-2)	, OLDIES	ABC D, $	N/A (Republic)	John Price	Tom Ehrman
KTRB,	860,	50 KW/10 KW(DA-2),	COUNTRY	NBC, $	20.00 (Banner)		Bessie Pappas
KABX-F,	97.5,	50 KW @ 493,	OLDIES	, $	22.00 (Republic)	(MERCED)	Ed Hoyt
KAMB-F,	101.5,	50 KW @ 390,	RELIGION	, $	N/A (---)	(MERCED)	Richard Grant
KFIV-F,	102.3,	3 KW @ 300,	CONTEMPORARY	US 1, $	28.00 (MMR)	Community Pacific	Gary Halladay
KBEE-F,	103.3,	50 KW @ 500,	BTFL/EZ	ABC D, $	25.00 (Republic)	John Price	Tom Ehrman
KDJK-F,	95.1,	32 KW @ 602,	AOR	, $	41.00 (Eastman)		Joe Gross
KHOP-F,	104.1,	50 KW @ 500,	CHR	, $	34.00 (Mc-Guild)	Fuller-Jeffrey	Ed Croppo
KMIX-F,	98.3,	2 KW @ 371,	COUNTRY	MBS, $	31.00 (Christal)	(TURLOCK)	Bob Salmon
KOSO-F,	93.1,	3 KW @ 1600,	AC	APR, $	32.00 (Katz)	(PATTERSON)	Bob Clark
KUBB-F,	96.3,	2 KW @ 2079,	COUNTRY	, $	19.00 (HNWH)	Buckley	Julia Campbell

OTHER RANKED STATIONS -- See Stockton and San Francisco

MISCELLANEOUS COMMENTS: KMYT-F changes calls to KABX (Feb.) KABX changes from BTFL to OLDIES (Feb.)...KVIF changes calls to KASH (March)...

MONTGOMERY

Arbitron Rank/Pop (12+): 135/248,700
MSA Rank/Pop: 150/306,800
ADI # 108
Average Person Ratings: 18.3
Market TSL: 24.00 hours

Stations: 13/12
Diaries: 672/370:1/59.6%
Sample Target: 610
% Below Line: 0.7
% Not Listed: 13.9

1988 Revenue: $8,500,000
HH Inc.: $29,284
Retail $: 1.9 Bil
Pop per Station: 20,725
#1 Biller: WLWI-AF $2,700,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WLWI-F (C)	78/17.2	18.1	19.2	----	19.3	----	114/1189	815/32.8	29.7	26.6	117	19.0	85	746	WLWI-F
2. WHHY-AF (CHR)	68/14.9	14.7	12.2	----	18.1	----	83/1269	907/32.7	33.6	33.8	113	13.2	52	662	WHHY-AF
3. WSYA-F (AC)	65/14.3	11.8	10.4	----	7.7	----	97/1002	620/24.9	22.9	14.7	138	12.1	54	515	WSYA-F
4. WZHT-F (B)	52/11.5	12.3	3.2	----	5.2	----	130/1055	527/21.2	13.1	13.8	95	16.1	72	617	WZHT-F
5. WQIM-F (B)	42/ 9.3	7.5	12.7	----	11.1	----	46/618	491/19.7	20.4	20.6	67	8.3	37	442	WQIM-F
6. WBAM-F (CHR)	34/ 7.5	8.5	7.6	----	11.6	----	45/861	578/23.2	23.9	28.1	57	12.1	54	664	WBAM-F
7. WXVI (B)	24/ 5.3	5.1	8.3	----	8.5	----	24/303	303/12.2	17.7	17.3	89	3.8	17	262	WXVI
8. WZTN (REL)	12/ 2.6	2.4	5.6	----	3.1	----	14/173	122/ 4.9	7.1	5.0	62	0.9	4	95	WZTN
9. WLWI (C)	7/ 1.5	0.5	1.2	----	1.0	----	11/223	169/ 6.8	4.3	3.6	127	1.8	8	110	WLWI
10.															

12+ FM SHARE (METRO): 85.68% (335 of 391) (SPG 88: 75.60%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQIM-F>>	1 WZHT-F<	1 WSYA-F	1 WSYA-F	1 WLWI-F<	1 WLWI-F>>	1 WHHY-AF	1 WLWI-F	1 WLWI-F<	1 WQIM-F	1 WLWI-F
2 WBAM-F	2 WSYA-F	2 WHHY-AF	2 WLWI-F<	2 WSYA-F	2 WSYA-F<	2 WLWI-F>	2 WSYA-F>	2 WHHY-AF	2 WZHT-F	2 WZHT-F
3 WHHY-AF>	3 WHHY-AF>	3 WZHT-F<	3 WHHY-AF>	3 WHHY-AF>	3 WHHY-AF>	3 WSYA-F>	3 WHHY-AF	3 WSYA-F>	3 WLWI-F	3 WSYA-F>
4 WZHT-F>>	4 WLWI-F	4 WLWI-F>	4 WZHT-F>	4 WZHT-F>	4 WXVI	4 WZHT-F	4 WZHT-F>	4 WQIM-F<	4 WSYA-F	4 WHHY-F
5	5 WBAM-F	5 WQIM-F	5 WQIM-F	5 WQIM-F	5	5 WBAM-F	5 WQIM-F	5 WZHT-F	5 WHHY-AF	WBAM-F
6	6 WQIM-F>>	6 WBAM-F	6	6	6	6	6 WBAM-F	6 WBAM-F>>	WBAM-F	6 WQIM-F>>

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZHT-F>>	1 WSYA-F	1 WSYA-F>	1 WSYA-F>	1 WLWI-F	1 WBAM-F>	1 WHHY-AF	1 WHHY-AF	1 WHHY-AF	1 WHHY-AF
2 WSYA-F>	2 WZHT-F>	2 WHHY-AF	2 WLWI-F<	2 WSYA-F>	2 WHHY-AF	2 WZHT-F	2 WZHT-F	WSYA-F	WSYA-F<
3 WQIM-F	3 WHHY-AF	WLWI-F>	3 WZHT-F	3 WHHY-AF>	WZHT-F	3 WSYA-F	WSYA-F>	3 WZHT-F	3 WLWI-F>
WBAM-F	4 WLWI-F	4 WZHT-F	4 WHHY-AF	4 WQIM-F	4 WQIM-F>>	4 WBAM-F	4 WLWI-F>>	4 WLWI-F>	4 WZHT-F>>
5 WHHY-AF>>	5 WQIM-F>	5 WQIM-F>>	5 WQIM-F>	5 WZHT-F>	5 WSYA-F>>	5 WLWI-F>	5	5 WBAM-F	5
6	6 WBAM-F>>	6	6 WBAM-F	6 WXVI	6	6 WQIM-F>>	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		95 (2)	95 (2)	24.3	19.9
AOR/CLASSIC					
AC/OLDIES/SOFT ROCK	7 (1)	65 (1)	72 (2)	18.4	18.6
MOR/VARIETY					
COUNTRY	7 (1)	81 (2)	88 (3)	22.5	23.3
BLACK/URBAN	24 (1)	94 (2)	118 (3)	30.2	26.0
BEAUTIFUL/EASY					1.6
NEWS/TALK	4 (1)		4 (1)	1.0	2.1
NOSTALGIA					
RELIGION/GOSPEL	14 (2)		14 (2)	3.6	6.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					1.6
	56 (6)	335 (7)	391 (13)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WACV	1170	Montgomery	0.9/5.3
WMGY	800	Montgomery	0.4/2.7
WSYA	950	Montgomery	
WSTH	540	Columbus	
WSTH-F	106.1	Alexander City	0.7/3.0

RADIO STATIONS

WACV, 1170, 10 KW/1 KW (DA-2) , TALK	CBS, SUN, $ 12.00 (---)			Lee Morgan
WHHY, 1440, 5 KW/1 KW (DA-N) , SEE WHHY-F				
WXVI, 1600, 5 KW/1 KW (DA-N) , BLACK	SBN, $ 20.00 (Roslin)			Wes Attaway
WZTN, 1000, 5 KW (DAYS, DA) , OLDIES	, $ 10.00 (---)			Alvin Dixon
WBAM-F, 98.9, 100 KW @ 730, CHR	, $ 30.00 (Christal)			Bob Brennan
WHHY-F, 101.9, 100 KW @ 670, AC/CONTEMP	ABC C, $ 40.00 (Banner)			Larry Stevens
WLWI-F, 92.3, 100 KW @ 500, COUNTRY	MBS, $ 65.00 (Katz)	Colonial		Dave Coppock
WQIM-F, 95.3, 3 KW @ 230, BLACK	NBN, $ 25.00 (Torbet)	Downs		Walt Huntsberry
WSYA-F, 103.3, 28 KW @ 290, AC	US 1, $ 29.00 (Republic)			Jim Jacobs
WZHT-F, 105.7, 100 KW @ 1854, BLACK	, $ 26.00 (Banner)	New South	(TROY)	Wiley Post

MISCELLANEOUS COMMENTS: WQIM-F (Prattsville) sold by Downs to Central Life for $3,000,000 (Peterson).

NASHVILLE

Arbitron Rank/Pop (12+): 47/807,400

MSA Rank/Pop: 52/960,200
ADI # 32
Average Person Ratings: 16.8
Market TSL: 22.25 hours

Stations: 20/19
Diaries: 1215/664:1/53.3%
Sample Target: 1080
% Below Line: 0.4
% Not Listed: 9.3

1988 Revenue: $33,000,000
HH Inc.: $32,753
Retail $: 6.9 Bil
Pop per Station: 42,494
#1 Biller: WSM -AF $6,200,000

12+ METRO		1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WYHY-F	(CHR)	187/13.8	14.8	10.3	12.8	13.2	12.9	334/3891	2126/26.3	24.4	27.0	54	17.4	253	2531	WYHY-F
2. WKDF-F	(AOR)	146/10.7	8.9	8.3	8.0	9.1	9.0	254/3025	1629/20.2	18.7	20.5	106	13.4	194	1704	WKDF-F
3. WSM -F	(C)	142/10.4	11.2	9.3	10.2	10.0	10.3	302/3341	1664/20.6	20.2	19.8	109	9.7	141	1891	WSM -F
4. WSIX-F	(C)	128/ 9.4	7.9	9.9	9.2	10.8	9.1	203/2421	1541/19.1	19.4	20.0	106	10.7	155	1779	WSIX-F
5. WLAC-F	(AC)	104/ 7.6	7.8	7.1	7.2	6.8	7.4	155/2219	1420/17.6	16.9	17.4	121	8.5	124	1642	WLAC-F
6. WZEZ-F	(EZ)	92/ 6.8	9.1	9.6	9.2	7.4	8.7	125/1523	1116/13.8	13.6	16.0	91	4.2	61	830	WZEZ-F
7. WQQK-F	(B)	80/ 5.9	5.3	6.9	8.2	6.7	6.6	94/1079	945/11.7	13.7	11.6	103	8.8	127	1255	WQQK-F
8. WGFX-F	(AOR)	79/ 5.8	4.2	5.8	6.0	6.5	5.4	97/1646	1159/14.4	14.4	15.7	138	4.4	64	907	WGFX-F
9. WRMX-F	(AC)	74/ 5.4	4.4	5.1	4.0	4.8	4.7	92/1332	1006/12.5	13.2	10.8	152	3.7	53	721	WRMX-F
10. WVOL	(B)	56/ 4.1	2.0	2.9	3.3	2.4	3.1	56/577	577/ 7.1	6.2	4.5	80	1.7	24	354	WVOL
WSM	(C)	56/ 4.1	4.4	4.2	6.1	6.0	4.7	96/1605	927/11.5	11.6	19.2	68	3.2	46	818	WSM
12. WLAC	(N/T)	21/ 1.5	3.3	3.0	2.0	3.1	2.5	24/444	373/ 4.6	9.7	7.9	80	3.2	47	837	WLAC
13. WKDA	(O)	15/ 1.1	1.2	0.9	0.6	0.6	1.0	15/239	239/ 3.0	3.1	2.6	182	0.6	8	269	WKDA
14.																
15.																

12+ FM SHARE (METRO): 85.08% (1049 of 1233) (SPG 88: 82.79%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYHY-F>>	1 WKDF-F	1 WKDF-F	1 WKDF-F	1 WSM -F	1 WSM -F	1 WSIX-F	1 WKDF-F	1 WYHY-F	1 WYHY-F>>	1 WSM -F>>
2 WKDF-F	2 WYHY-F>	2 WYHY-F	2 WSM -F<	WKDF-F	2 WSIX-F	2 WKDF-F	2 WSM -F	2 WKDF-F	2 WKDF-F	2 WSIX-F
3 WQQK-F>>	3 WLAC-F	3 WLAC-F	3 WLAC-F	3 WSIX-F	3 WZEZ-F>	3 WYHY-F	3 WLAC-F<	3 WSM -F	3 WSM -F	3 WYHY-F
4	4 WQQK-F	4 WSM -F	4 WSIX-F	4 WLAC-F	4 WSM	WSM -F	4 WZEZ-F	4 WSIX-F	4 WQQK-F	4 WSM
5	5 WGFX-F	5 WSIX-F	5 WRMX-F<	5 WRMX-F<	5 WVOL	5 WLAC-F	5 WSIX-F<	5 WLAC-F	5 WGFX-F	5 WLAC-F<
6	6 WSM -F	6 WGFX-F	6 WGFX-F	6 WGFX-F	6 WLAC-F<	6 WZEZ-F	6 WYHY-F	6 WGFX-F	6 WSIX-F	6 WKDF-F
7	7 WSIX-F	7 WRMX-F	7 WYHY-F	7 WYHY-F	7 WRMX-F	7 WQQK-F<	7 WRMX-F	7 WZEZ-F	WLAC-F	7
8	8 WRMX-F>>	8 WQQK-F	8 WQQK-F	8 WZEZ-F<	8 WYHY-F	8 WSM	8 WGFX-F<	8 WQQK-F	8 WZEZ-F	8
9	9	9	9 WZEZ-F>>	9 WQQK-F	9 WKDF-F	9	9 WQQK-F	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WYHY-F>>	1 WYHY-F>	1 WKDF-F	1 WYHY-F	1 WSM -F
2 WLAC-F>	2 WLAC-F	2 WLAC-F	2 WLAC-F	2 WSIX-F<
3 WKDF-F	3 WKDF-F	3 WYHY-F<	3 WKDF-F<	3 WLAC-F
4 WQQK-F	4 WQQK-F	4 WSM -F	4 WSM -F	4 WKDF-F
5 WRMX-F	5 WSM -F	5 WQQK-F	5 WSIX-F	5 WYHY-F
6 WSIX-F>	6 WSIX-F	6 WGFX-F	6 WRMX-F	6 WRMX-F
7 WSM -F	WRMX-F	7 WSIX-F	7 WQQK-F	7 WZEZ-F
WGFX-F	WGFX-F>	8 WRMX-F>	8 WGFX-F	8 WQQK-F<
9	9	9	9 WZEZ-F	9 WGFX-F
10	10	10	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKDF-F	1 WKDF-F>>	1 WKDF-F>	1 WKDF-F>	1 WKDF-F
2 WYHY-F>>	2 WYHY-F	2 WGFX-F	2 WYHY-F	2 WGFX-F<
3 WQQK-F	3 WGFX-F	3 WLAC-F	3 WGFX-F	3 WSM -F
4 WSIX-F	4 WQQK-F	4 WQQK-F	4 WSIX-F<	4 WRMX-F
WGFX-F>	5 WLAC-F	5 WRMX-F	5 WSM -F	5 WSIX-F
6 WSM -F	6 WSIX-F	6 WYHY-F	6 WRMX-F<	6 WLAC-F
7 WLAC-F>>	7 WSM -F	WSM -F	7 WLAC-F	7 WYHY-F
8	8 WRMX-F>>	8 WSIX-F	8 WQQK-F>	8 WQQK-F<
9	9	9	9	9 WZEZ-F
10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		187 (1)	187 (1)	15.2	14.2
AOR/CLASSIC		225 (2)	225 (2)	18.2	17.6
AC/OLDIES/SOFT ROCK	15 (1)	178 (2)	193 (3)	15.7	13.2
MOR/VARIETY	6 (1)		6 (1)	0.5	0.9
COUNTRY	64 (3)	287 (4)	351 (7)	28.5	31.0
BLACK/URBAN	67 (2)	80 (1)	147 (3)	11.9	10.6
BEAUTIFUL/EASY		92 (1)	92 (1)	7.5	8.0
NEWS/TALK	21 (1)		21 (1)	1.7	3.4
NOSTALGIA	11 (1)		11 (1)	0.9	1.0
RELIGION/GOSPEL					0.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	184 (9)	1049 (11)	1233 (20)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAMB	1160	Nashville	0.8/2.7
WIZO	1380	Franklin	0.4/1.3
WMDB	880	Nashville	0.8/2.5
WSIX	980	Nashville	0.4/3.4
WBVR-F	101.1	Russellville	0.4/2.2

RADIO STATIONS

WAMB, 1160, 50 KW/1 KW (DA-N)	, NOSTALGIA	MBS,	$ 20.00 (Roslin)		Bill Barry
WKDA, 1240, 1 KW	, OLDIES	ABC I, ABC R,	$ 20.00 (Katz)	Dick	Steve Dickert
WLAC, 1510, 50 KW (DA-N)	, NEWS/TALK/RELIG.	CBS,	$ 45.00 (Durpetti)	Fairmont	Vic Runmore
WMDB, 880, 2.5 KW (DAYS, DA)	, BLACK	,	$ 17.00 (---)		Morgan Babb
WSIX, 980, 5 KW (DA-N)	, MOR/VARIETY	,	$ 25.00 (Mc-Guild)	Hicks	Dave Manning
WSM , 650, 50 KW	, COUNTRY	NBC,	$ 47.00 (Christal)	Gaylord	Bob Meyer
WVOL, 1470, 5 KW/1 KW (DA-2)	, BLACK	NBN,	$ 25.00 (Republic)		---
WGFX-F, 104.5, 100 KW @ 762	, CLASSIC AOR	,	$ 50.00 (Banner)	Capitol-Johnson (BALLANTIN)	Mike Crushman
WKDF-F, 103.3, 100 KW @ 1220	, AOR	ABC E, ABC R,	$ 92.00 (Katz)	Dick	Steve Dickert
WLAC-F, 105.9, 100 KW @ 1229	, AC	,	$ 90.00 (Durpetti)	Fairmont	Vic Rumore
WQQK-F, 92.1, 1.5 KW @ 430	, BLACK	,	$ 42.00 (Republic)		Gary Ballard
WRMX-F, 96.3, 100 KW @ 840	, AC/OLDIES	,	$ 44.00 (HNWH)	Signature (MURFREESBORO)	Dick DeButts
WSIX-F, 97.9, 100 KW @ 1145	, COUNTRY	,	$ 85.00 (Mc-Guild)	Hicks	Dave Manning
WSM-F , 95.5, 100 KW @ 1280	, COUNTRY	,	$ 86.00 (Christal)	Gaylord	Bob Meyer
WYHY-F, 107.5, 100 KW @ 710	, CHR	US 2,	$ 80.00 (Eastman)	Jacor (LEBANON)	Mike Keaney
WZEZ-F, 92.9, 100 KW @ 1053	, EZ	,	$ 54.00 (Eastman)	South Central	Glen Powers

NASSAU-SUFFOLK

Arbitron Rank/Pop (12+): 12/2,237,400
MSA Rank/Pop: 11/2,644,800
New York ADI
Average Person Ratings: 18.2
Market TSL: 23.50 hours

Stations: 42/15
Diaries: 1674/1337:1/46.8%
Sample Target: 1650
% Below Line: 0.0
% Not Listed: 64.6

1988 Revenue: $30,600,000
HH Inc.: $48,492
Retail $: 23.4 Bil
Pop per Station: 149,160
#1 Biller: WALK-AF $7,700,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WALK-AF (AC)	332/ 8.1	5.7	6.3	6.4	6.2	6.6	332/3381	3381/15.7	13.1	15.5	136	5.7	225	2446	WALK-AF
2. WBLI-F (CHR)	221/ 5.4	4.8	4.0	5.5	5.3	4.9	221/3018	3018/13.5	12.8	12.9	111	5.5	219	3031	WBLI-F
3. WBAB-F (AOR)	201/ 4.9	3.9	4.8	4.3	5.5	4.5	201/3217	3217/14.4	12.9	15.2	110	6.0	238	3070	WBAB-F
4. WYNY-F (C)	126/ 3.1	3.2	2.8	2.4	2.6	2.9	126/1840	1840/ 8.2	7.6	6.3	123	2.6	103	1564	WYNY-F
WKJY-F (AC)	126/ 3.1	3.7	3.6	2.2	2.5	3.2	126/1615	1615/ 7.2	7.8	6.3	106	2.5	99	1138	WKJY-F
6. WHLI (BB)	122/ 3.0	3.7	3.5	3.3	2.8	3.4	122/983	983/ 4.4	4.4	4.2	27	2.2	89	972	WHLI
7. WCTO-F (EZ)	105/ 2.6	3.1	2.9	1.9	1.9	2.6	105/1388	1388/ 6.2	6.4	4.0	69	1.0	41	495	WCTO-F
8. WDRE-F (AOR)	71/ 1.7	1.9	1.4	1.4	2.0	1.6	71/1198	1198/ 5.4	4.5	5.4	47	2.0	81	1205	WDRE-F
9. WGSM (MOR)	55/ 1.4	1.9	2.4	2.7	1.5	2.1	55/577	577/ 2.6	3.6	2.7	64	1.5	59	494	WGSM
10. WRCN-F (AOR)	39/ 1.0	0.6	0.5	0.7	0.7	0.7	39/686	686/ 3.1	2.0	2.4	70	0.6	25	584	WRCN-F
11. WLNG-AF (AC)	23/ 0.6	----	0.3	----	----	0.2	23/213	213/ 1.0	0.6	0.0	83				WLNG-AF
12. WWHB-F (CHR)	17/ 0.4	----	----	----	----	0.1	17/257	257/ 1.1	0.0	0.0	100				WWHB-F
13.															
14.															
15.															

12+ FM SHARE (METRO): 86.49% (1248 of 1443) (SPG 88: 0.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLI-F	1 WBAB-F>	1 WALK-AF>	1 WALK-AF>	1 WALK-AF>	1 WALK-AF>>	1 WALK-AF>	1 WALK-AF>	1 WALK-AF>	1 WALK-AF	1 WALK-F>>
2 WDRE-F>	2 WBLI-F	2 WBAB-F	2 WBLI-F	2 WBLI-F	2 WHLI	2 WBLI-F	2 WBLI-F	2 WBAB-F<	2 WBAB-F	2 WBAB-F>>
3 WBAB-F>>	3 WALK-AF	3 WBLI-F>	3 WBAB-F>	3 WBAB-F>	3 WYNY-F	3 WBAB-F	3 WBAB-F	3 WBLI-F	3 WBLI-F	3 WYNY-F
4	4 WKJY-F	4 WKJY-F	4 WKJY-F	4 WYNY-F	4 WCTO-F	4	4	4	4 WDRE-F	4 WKJY-F
5	5 WDRE-F	5	5 WYNY-F>>	5 WKJY-F	5 WBLI-F	5	5	5	5	WCTO-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WBLI-F>	1 WBLI-F>	1 WBLI-F	1 WALK-AF	1 WALK-AF>
2 WBAB-F>	2 WALK-AF	2 WALK-AF>	2 WBLI-F>>	2 WBLI-F>
3 WDRE-F	3 WBAB-F	3 WKJY-F>	3 WKJY-F<	3 WKJY-F>
4 WALK-AF	4 WKJY-F>>	4 WBAB-F>>	4 WBAB-F>>	4 WYNY-F<
5 WKJY-F	5	5	5	5 WBAB-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBAB-F>>	1 WBAB-F>>	1 WBAB-F>>	1 WBAB-F	1 WALK-AF
2 WDRE-F	2 WALK-AF	2 WALK-AF	2 WALK-AF>>	2 WBAB-F>
3 WALK-AF	WDRE-F	3 WDRE-F	3 WBLI-F	3 WYNY-F>
WKJY-F	4 WKJY-F	4 WRCN-F	4 WYNY-F	4 WBLI-F
5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		238 (2)	238 (2)	16.5	
AOR/CLASSIC	5 (1)	311 (3)	316 (4)	21.9	
AC/OLDIES/SOFT ROCK	13 (2)	468 (3)	481 (5)	33.3	
MOR/VARIETY	55 (1)		55 (1)	3.8	
COUNTRY		126 (1)	126 (1)	8.7	
BLACK/URBAN					
BEAUTIFUL/EASY		105 (1)	105 (1)	7.3	
NEWS/TALK					
NOSTALGIA	122 (1)		122 (1)	8.5	
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	195 (5)	1248 (10)	1443 (15)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBAB	1240	Freeport	0.1/1.3

RADIO STATIONS

WGSM, 740, 25 KW (DAYS,DA)	, MOR/NOSTALGIA		, $ 55.00 (Roslin)	Greater Media	Richard Scholem
WHLI, 1100, 10 KW (DAYS,DA)	, NOSTALGIA		, $ 61.00 (Katz)	Barnstable	Ken Harris
WALK-F, 97.5, 45 KW @ 530	, AC		, $148.00 (Durpetti)	American	Alan Beck
WBAB-F, 102.3, 3 KW @ 268	, AOR		, $130.00 (MMR)	Noble	---
WBLI-F 106.1, 10 KW @ 500	, CHR		, $110.00 (Katz)	Beck-Ross	Herb Usenheimer
WCTO-F, 94.3, 3 KW @ 300	, BTFL/EZ		, $ 60.00 (Roslin)	Greater Media	Richard Scholem
WDRE-F, 92.7, 3 KW @ 300	, AOR		, $ 55.00 (Katz)		Abe Goren
WKJY-F, 98.3, 3 KW @ 330	, SOFT AC		, $ 73.00 (Katz)	Barnstable	Ken Harris
WLNG-F, 92.1, 3 KW @ 325	, AC	MBS	, $ 30.00 (K & P)		Paul Sidney
WRCN-F, 103.9, 1.5 KW @ 466	, AOR		, $ 50.00 (---)		Allan Kronzek

MISCELLANEOUS COMMENTS: WGLI sold to owners of WADO for $350,000...WRHD, WRCN-F (Riverhead) sold for $5,200,000 (Mahlman).

NEW HAVEN

Arbitron Rank/Pop (12+): 90/384,700

MSA Rank/Pop: 94/520,100
ADI #23 (w/Hartford)
Average Person Ratings: 17.4
Market TSL: 22.75 hours

Stations: 29/7
Diaries: 816/471:1/48.9%
Sample Target: 780
% Below Line: 15.1
% Not Listed: 14.2

1988 Revenue: $15,200,000
HH Inc.: $38,900
Retail $: 4.0 Bil
Pop per Station: 54,957
#1 Biller: WKCI-F $7,600,000

12+ METRO		1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WKCI-F	(CHR)	89/13.3	11.7	12.9	11.1	11.8	----	212/2958	1265/32.9	30.2	29.6	90	12.0	91	1392	WKCI-F
2. WELI	(MOR)	68/10.2	10.1	9.9	10.7	10.6	----	75/919	773/20.1	21.6	22.7	72	5.3	40	501	WELI
3. WPLR-F	(AOR)	47/ 7.0	7.1	8.2	10.3	8.4	----	119/1944	706/18.4	19.7	17.8	96	9.4	71	958	WPL
4. WEZN-F	(AC)	43/ 6.4	6.6	6.7	5.1	7.3	----	178/2165	625/16.2	13.5	14.9	114	4.4	33	442	WEZN-F
WDRC-F	(AC)	43/ 6.4	5.7	3.7	5.4	6.3	----	102/1416	532/13.8	10.5	16.5	183	4.2	32	502	WDRC-
6. WAVZ	(BB)	33/ 4.9	4.8	4.4	4.9	5.6	----	38/439	348/ 9.0	8.0	12.3	31	3.2	24	281	WAVZ
7. WWYZ-F	(C)	27/ 4.0	4.4	0.5	1.7	2.9	----	88/1036	341/ 8.9	3.3	7.9	117	5.3	40	365	WWYZ-F
8. WKSS-F	(CHR)	25/ 3.7	3.9	4.4	6.9	5.4	----	63/1248	509/13.2	10.8	16.4	62	7.4	56	784	WKSS-F
9. WRCH-F	(EZ)	24/ 3.6	3.5	4.9	2.9	5.3	----	82/827	250/ 6.5	8.1	9.0	25	3.4	26	215	WRCH-F
10. WNHC	(B)	22/ 3.3	4.7	4.2	40.4	3.0	----	24/332	308/ 8.0	9.6	6.1	106	2.4	18	247	WNHC
11. WEBE-F	(AC)	20/ 3.0	2.9	3.2	1.4	1.2	----	90/1283	322/ 8.4	7.2	3.7	167	2.5	19	309	WEBE-F
WIOF-F	(AC)	20/ 3.0	3.2	3.0	3.6	3.8	----	53/791	289/ 7.5	7.9	9.8	167	2.5	19	311	WIOF-F
13.																
14.																
15.																

12+ FM SHARE (METRO): 65.33% (375 of 574) (SPG 88: 65.36%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKCI-F>>	1 WKCI-F	1 WKCI-F>	1 WKCI-F<	1 WKCI-F<	1 WELI >	1 WKCI-F	1 WKCI-F	1 WKCI-F>	1 WKCI-F>	1 WELI >>
2 WKSS-F	2 WPLR-F>	2 WPLR-F<	2 WDRC-F>	2 WDRC-F>	2 WEZN-F	2 WELI >	2 WELI	2 WELI >	2 WELI >	2 WPLR-F>
3 WPLR-F	3 WDRC-F	3 WDRC-F>	3 WPLR-F<	3 WEZN-F	3 WAVZ	3 WPLR-F	3 WPLR-F<	3 WPLR-F<	3 WNHC <	3 WKCI-F
4	4 WKSS-F	4 WELI	4 WEZN-F	WELI	4 WKCI-F	4 WDRC-F	4 WEZN-F	4 WDRC-F	4 WPLR-F	4 WNHC
5	5 WEBE-F	5 WEZN-F	WELI	5 WPLR-F	5 WDRC-F<	5 WAVZ <	WDRC-F	5 WEZN-F	5 WEZN-F	5 WEBE-F
					6 WRCH-F	6 WEZN-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKCI-F>>	1 WKCI-F>>	1 WKCI-F>	1 WKCI-F>>	1 WKCI-F	1 WPLR-F>>	1 WPLR-F>>	1 WPLR-F>	1 WPLR-F>	1 WDRC-F
2 WKSS-F>>	2 WKSS-F	2 WDRC-F>	2 WDRC-F	2 WDRC-F	2 WKCI-F>>	2 WKCI-F>	2 WDRC-F	2 WKCI-F	2 WKCI-F
3 WNHC >	3 WDRC-F	3 WIOF-F	3 WELI	3 WEZN-F	3 WKSS-F	3 WDRC-F>	3 WKCI-F	3 WDRC-F>>	3 WPLR-F>
4 WWYZ-	4 WEBE-F	WEBE-F	4 WKSS-F	4 WELI	WXCT	4 WEBE-F	4 WEBE-F	4 WFAN	4 WELI
5	5 WIOF-F	5 WEZN-F	WEZN-F	5	WNHC >>	5 WFAN	5 WFAN	5	5 WFAN
	6 WPLR-F	6 WPLR-F					6 WELI		

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		118 (3)	118 (3)	20.6	21.5
AOR/CLASSIC		59 (4)	59 (5)	10.3	15.3
AC/OLDIES/SOFT ROCK	4 (1)	126 (4)	130 (5)	22.6	14.1
MOR/VARIETY	84 (3)		84 (3)	14.6	13.7
COUNTRY		27 (1)	27 (1)	4.7	
BLACK/URBAN	22 (1)	13 (2)	35 (3)	6.1	6.1
BEAUTIFUL/EASY		24 (1)	24 (1)	4.2	13.5
NEWS/TALK	51 (5)		51 (5)	8.9	6.8
NOSTALGIA	33 (1)		33 (1)	5.7	5.1
RELIGION/GOSPEL	5 (1)		5 (1)	0.9	1.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		8 (1)	8 (1)	1.4	1.4
UNKNOWN/OTHERS					0.8
	199 (13)	375 (16)	574 [illegible])		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WXCT	1220	Hamden/New Havn	0.6/1.5
WYBC-F	94.3	New Haven	1.2/5.8
WABC	770	New York	0.7/3.5
WBLS-F	107.5	New York	1.2/3.9
WCBS	880	New York	2.4/11.0
WCCC	1290	Hartford	
WCCC-F	106.9	Hartford	0.3/2.1
WFAN	660	New York	2.2/7.6
WPIP	1500	Milford	0.7/1.1
WHCN-F	105.9	Hartford	1.0/6.4
WICC	600	Bridgeport	1.0/2.7
WINS	1010	New York	0.3/1.6
WOR	710	New York	1.9/5.0
WRKI-F	95.1	Brookfield	0.4/3.5
WRKS-F	98.7	New York	0.7/3.7
WTIC	1080	Hartford	1.3/4.4
WTIC-F	96.5	Hartford	0.6/5.3

RADIO STATIONS

WAVZ, 1300, 1 KW (DA-N)	, NOSTALGIA	US 2, $ 35.00 (Mc-Guild)	Noble	Gary Sta
WELI, 960, 5 KW (DA-N)	, MOR	, $ 70.00 (Banner)	Clear Channel	Stan Shields
WNHC, 1340, 1 KW	, BLACK	SBN, $ 124.00 (K & P)		Edith Acabbo
WKCI-F, 101.3, 10 KW @ 1070, CHR		, $ 145.00 (Mc-Guild)	Noble	Gary Starr
WPLR-F, 99.1, 14 KW @ 950, AOR		, $ 83.00 (Durpetti)	Southern Starr	Manuel Rodrigue
WYBC-F, 94.3, 1 KW @ 182, JAZZ/VARIOUS		, $ 21.00 (---)		Elizabeth Berme

OTHER RANKED STATIONS -- See Hartford, New Haven or New York

NEW ORLEANS

Arbitron Rank/Pop (12+): 34/1,085,200

MSA Rank/Pop: 36/1,319,700
ADI # 35
Average Person Ratings: 18.6
Market TSL: 24.75 hours

Stations: 26/24
Diaries: 1587/684:1/49.6%
Sample Target: 1500
% Below Line: 1.1
% Not Listed: 9.1

1988 Revenue: $26,900,000
HH Inc.: $29,286
Retail $: 9.6 Bil
Pop per Station: 45,216
#1 Biller: WQUE-AF $4,700,000

12+ METRO		1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WEZB-F	(CHR)	250/12.4	11.7	10.8	11.5	11.2	11.6	274/3690	3093/28.5	29.2	26.3	80	13.5	266	3400	WEZB-F
2. WQUE-AF	(B)	209/10.3	11.5	14.5	13.1	15.6	12.4	243/3435	2798/25.8	27.9	28.4	87	14.6	277	2783	WQUE-AF
3. WYLD-F	(B)	189/ 9.3	0.2	8.5	9.4	7.9	6.8	208/2399	2083/19.2	17.4	16.8	90	13.8	272	2840	WYLD-F
4. WLTS-F	(AC)	158/ 7.8	9.2	5.6	5.9	6.2	7.1	179/2241	1799/16.6	15.6	16.3	149	4.7	92	1311	WLTS-F
5. WBYU	(BB)	109/ 5.4	4.9	4.5	1.6	1.9	4.1	115/979	963/ 8.9	7.2	5.4	44	4.0	78	737	WBYU
6. WLMG-F	(AC)	102/ 5.0	5.2	6.4	6.3	6.4	5.7	114/1699	1506/13.9	16.9	14.5	132	3.5	69	841	WLMG-F
7. WWL	(N/T)	98/ 4.8	5.1	8.6	7.0	6.3	6.4	136/2155	1516/14.0	21.7	15.5	108	3.9	77	1256	WWL
8. WRNO-F	(AOR)	97/ 4.8	4.6	3.8	4.1	4.3	4.3	114/1744	1408/13.0	14.5	13.6	106	4.4	86	1807	WRNO-F
9. WBOK	(REL)	95/ 4.7	3.3	3.2	3.9	4.2	3.8	95/743	74[illegible]/ 6.8	6.7	5.4	72	4.9	97	735	WBOK
10. WCKW-F	(AOR)	78/ 3.9	3.4	4.0	4.7	4.6	4.0	145/1715	1[illegible]/10.1	10.9	9.8	149	3.6	70	1047	WCKW-F
11. WNOE-F	(C)	62/ 3.1	4.1	4.3	4.3	3.8	4.0	95/1305	884/ 8.1	11.4	11.4	113	3.8	74	1135	WNOE-F
12. WQXY-F	(C)	57/ 2.8	2.8	2.5	8.6	6.2	4.2	76/1215	833/ 7.7	7.5	12.7	100	2.7	54	673	WQXY-F
13. KHOM-F	(O)	50/ 2.5	1.3	1.4	----	----	1.3	97/1453	772/ 7.1	4.2	0.0	156	2.5	50	522	KHOM-F
14. WYAT	(O)	38/ 1.9	2.7	1.9	1.9	1.3	2.1	38/516	498/ 4.6	4.4	3.5	147	2.5	49	445	WYAT
15. WYLD	(B)	34/ 1.7	2.1	2.8	3.0	3.1	2.4	39/899	746/ 6.9	7.4	3.4	53	1.7	34	510	WYLD
KHAA-F	(REL)	34/ 1.7	1.9	2.1	1.6	1.0	1.8	43/657	493/ 4.5	3.3	2.7	124	1.0	19	502	KHAA-F
17.																
18.																
19.																
20.																

12+ FM SHARE (METRO): 70.73% (1300 of 1838) (SPG 88: 73.77%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WEZB-F>>	1 WEZB-F	1 WEZB-F	1 WLTS-F	1 WLTS-F	1 WBYU	1 WEZB-F>	1 WEZB-F	1 WEZB-F	1 WYLD-F>	1 WYLD-F>>
2 WQUE-AF>	2 WQUE-AF<	2 WQUE-AF<	2 WEZB-F	2 WEZB-F	2 WWL	2 WQUE-AF	2 WLTS-F	2 WQUE-AF>	2 WQUE-AF	2 WBOK
3 WYLD-F>	3 WYLD-F>	3 WYLD-F<	3 WQUE-AF	3 WQUE-AF	3 WLTS-F<	3 WWL	3 WQUE-AF	3 WLTS-F	3 WEZB-F>>	3 WQUE-F
4 WRNO-F	4 WLTS-F	4 WLTS-F>	4 WYLD-F	4 WYLD-F	4 WBOK >	4 WLTS-F	4 WYLD-F<	4 WYLD-F	4 WBOK	4 WBYU <
5 WYLD >>	5 WRNO-F	5 WLMG-F<	5 WLMG-F	5 WLMG-F	5 WQUE-AF<	5 WYLD-F	5 WLMG-F	5 WBYU	5 WRNO-F	5 WWL
6	6 WLMG-F	6 WRNO-F	6 WCKW-F	6 WCKW-F	6 WYLD-F<	6 WBYU	6 WRNO-F	6 WLMG-F	6 WCKW-F	6
7	7 WCKW-F>>	7 WCKW-F	7 WRNO-F	7 WWL <	7 WNOE-F	7 WLMG-F<	7 WWL <	7 WRNO-F	7	7
8	8	8	8	8 WRNO-F	8	8 WBOK	8 WBYU	8	8	8
9	9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WEZB-F>	1 WEZB-F	1 WLTS-F>	1 WLTS-F	1 WLTS-F>	1 WQUE-AF	1 WEZB-F<	1 WEZB-F	1 WEZB-F<	1 WEZB-F
2 WYLD-F>	2 WLTS-F	2 WEZB-F	2 WEZB-F	2 WEZB-F	2 WEZB-F<	2 WQUE-AF	2 WCKW-F<	2 WQUE-AF	2 WQUE-AF<
3 WQUE-AF>>	3 WYLD-F	3 WQUE-AF	3 WYLD-F	3 WYLD-F<	3 WYLD-F>	3 WYLD-F	3 WQUE-AF<	3 WYLD-F	3 WCKW-F
4 WLTS-F>	4 WQUE-AF>	4 WYLD-F>	4 WQUE-AF>	4 WQUE-AF	4 WRNO-F>>	4 WRNO-F	4 WYLD-F<	4 WRNO-F	4 WYLD-F
5 WRNO-F	5 WLMG-F	5 WLMG-F	5 WLMG-F	5 WLMG-F>	5 WLMG-F	5 WCKW-F	5 WRNO-F>	5 WCKW-F	5 WRNO-F<
6 WLMG-F	6 WRNO-F>>	6 WRNO-F	6	6 WBOK	6	6 WLMG-F>>	6 WLMG-F>>	6 WLTS-F	6 WLTS-F
7	7	7	7	7	7	7	7	7 WLMG-F	7 WWL
8	8	8	8	8	8	8	8	8	8 WLMG-F
9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		263 (2)	263 (2)	14.3	12.5
AOR/CLASSIC	2 (1)	175 (2)	177 (3)	9.6	9.7
AC/OLDIES/SOFT ROCK	38 (1)	310 (3)	348 (4)	18.9	16.3
MOR/VARIETY					
COUNTRY	20 (1)	129 (3)	149 (4)	8.1	6.1
BLACK/URBAN	43 (2)	389 (2)	432 (4)	23.5	28.8
BEAUTIFUL/EASY					6.7
NEWS/TALK	190 (4)		190 (4)	10.3	11.5
NOSTALGIA	109 (1)		109 (1)	5.9	2.1
RELIGION/GOSPEL	95 (1)	34 (1)	129 (2)	7.0	5.9
SPANISH	20 (1)		20 (1)	1.1	
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	21 (1)		21 (1)	1.1	0.3
	538 (13)	1300 (13)	1838 (26)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KGLA	1540	Gretna	1.0/0.6
WADU	830	Norco/Kenner	1.0/1.8
WARB	730	Covington	1.6/1.6
WCKW	1010	Garyville	0.1/0.4
WNOE	1060	New Orleans	1.0/3.4
WSMB	1350	New Orleans	1.4/4.6
WTIX	690	New Orleans	1.5/5.0
WFMF-F	102.5	Baton Rouge	0.6/1.7
WKJN-F	103.3	Hammond	0.5/2.3

AM STATIONS

WBOK, 1230, 1 KW	, BLACK/GOSPEL	SBN, $	27.00 (---)	Willis	Annette Pete
WBYU, 1450, 1 KW	, BIG BAND/EZ	SMN, $	30.00 (Roslin)		Dave Smith
WNOE, 1060, 50 KW/5 KW (DA-2)	, SOLD IN COMBINATION WITH WNOE-F				
WSMB, 1350, 5 KW (DA-2)	, TALK	MBS, ABC I, $	25.00 (Smith)		John Mikovich
WTIX, 690, 10 KW/5 KW (DA-2)	, TALK	NBC, MBS, $	30.00 (Mc-Guild)	United Network	Sherry Evans
WWL , 870, 50 KW (DA-1)	, NEWS/TALK	CBS, $	62.00 (Katz)		---
WYAT, 990, 250 W	, OLDIES	RADRAD, $	21.00 (Durpetti)		---
WYLD, 940, 10 KW/500 W (DA-2)	, BLACK	, $	24.00 (Banner)	Interurban	Penny Brazile

FM STATIONS

KHAA, 106.7, 100 KW @ 960, RELIGION	NBN, $	N/A (---)	(PORT SULPHUR)	---
KHOM, 104.1, 100 KW @ 1943, OLDIES	NBC, $	30.00 (Torbet)	(HOUMA)	Ray Saadi
WCKW, 92.3, 100 KW @ 429, AOR	SOURCE, $	35.00 (Republic)		Manny Broussard
WEZB, 97.1, 100 KW @ 511, CHR	US 1, $	97.00 (MMR)	EZ	Marc Leunissen
WLMG, 101.9, 95 KW @ 825, AC	, $	55.00 (Katz)		Don dela Houssay
WLTS, 105.3, 100 KW @ 925, SOFT AC	RADRAD, $	60.00 (Durpetti)		Ed Munize
WNOE, 101.1, 100 KW @ 1004, COUNTRY	ABC E, $	50.00 (Mc-Guild)		---
WQUE, 93.3, 93 KW @ 512, URBAN/CHR	, $	79.00 (Christal)	Clear Channel	John Rockweller
WQXY, 95.7, 100 KW @ 580, COUNTRY	, $	45.00 (Christal)	Stoner	---
WRNO, 99.5, 100 KW @ 990, AOR	ABC F, ABC R, $	53.00 (MMR)		Joe Costello
WYLD, 98.5, 100 KW @ 352, BLACK	, $	54.00 (Banner)	Interurban	Penny Brazile

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

WWL, WLMG-F sold to Keymarke
for $13,100,000 (Crisler)...
WNOE A/F sold to NewMarket f
for $7,250,000 (Americom).

NEW YORK

Arbitron Rank/Pop (12+): 1/14,053,600
MSA Rank/Pop 1/15,300,000
ADI # 1
Average Person Ratings: 19.6
Market TSL: 25.50 hours

Stations: 46/44
Diaries: 6251/2248:1/46.1%
Sample Target: 4000
% Below Line: 0.6
% Not Listed: 11.3

1988 Revenue: $294,200,000
HH Inc.: $37,400
Retail $:110.0 Bil
Pop per Station: 319,400
#1 Biller: WINS $22,500,000

12+ METRO		1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WHTZ-F	(CHR)	1652/ 6.0	5.3	5.6	6.2	6.0	5.8	1718/26051	24883/17.7	17.5	17.6	82	6.7	1796	28177	WHTZ-F
2. WLTW-F	(AC)	1465/ 5.3	4.3	4.7	3.8	4.5	4.5	1501/19383	18571/13.2	11.2	11.9	128	3.5	941	11129	WLTW-F
3. WCBS-F	(O)	1382/ 5.0	4.7	4.3	4.1	4.2	4.5	1419/21076	20207/14.4	12.4	11.8	152	3.3	870	12537	WCBS-F
4. WINS	(N)	1294/ 4.7	4.3	4.4	4.3	4.0	4.4	1308/27917	27426/19.5	19.8	17.6	79	4.1	1104	19879	WINS
5. WPAT-AF	(EZ)	1164/ 4.2	6.2	4.9	5.7	5.5	5.3	1640/19131	18023/12.8	12.9	12.5	62	3.8	880	7671	WPAT-AF
WNEW-F	(AOR)	1164/ 4.2	3.5	3.2	4.4	3.6	3.8	1249/16904	15737/11.2	9.7	10.4	131	5.3	1407	16819	WNEW-F
7. WRKS-F	(B)	1129/ 4.1	4.2	4.2	4.2	4.6	4.2	1168/15285	14496/10.3	10.5	9.3	83	5.7	1508	18015	WRKS-F
8. WQHT-F	(CHR)	1097/ 4.0	4.0	4.0	4.5	4.1	4.1	1153/15959	14846/10.6	10.4	11.0	88	4.5	1196	13948	WQHT-F
9. WOR	(T)	1027/ 3.7	4.5	4.7	4.3	4.6	4.3	1143/14337	12756/ 9.1	11.0	11.0	46	3.9	1032	12160	WOR
10. WNSR-F	(AC)	969/ 3.5	3.1	3.1	2.7	2.9	3.1	988/15915	15470/11.0	9.9	10.1	140	2.2	591	8127	WNSR-F
11. WXRK-F	(AOR)	931/ 3.4	3.1	3.4	3.7	3.5	3.4	1024/16286	15054/10.7	10.6	11.1	115	3.5	921	14458	WXRK-F
12. WABC	(T)	871/ 3.2	3.3	3.3	3.5	3.5	3.3	1001/15305	13443/ 9.6	9.6	10.9	62	2.4	638	10516	WABC
13. WPLJ-F	(CHR)	865/ 3.1	3.5	3.6	4.7	4.2	3.7	954/21236	19409/13.8	13.6	15.2	90	3.8	1013	20986	WPLJ-F
14. WCBS	(N)	835/ 3.0	2.7	3.6	3.5	3.1	3.2	955/19695	16926/12.0	13.8	12.4	77	2.6	696	13343	WCBS
15. WBLS-F	(B)	789/ 2.9	3.8	3.6	4.0	4.0	3.6	813/13685	13213/ 9.4	10.4	9.8	107	4.9	1309	14718	WBLS-F
16. WQCD-F	(J/NA)	686/ 2.5	2.9	1.8	1.0	1.2	2.0	703/10678	10322/ 7.3	5.0	5.0	164	2.6	699	10419	WQCD-F
17. WFAN	(N/T)	679/ 2.5	1.8	2.3	2.5	2.0	2.3	792/16590	14174/10.1	8.4	7.7	104	2.6	687	13230	WFAN
18. WSKQ-F	(SP)	653/ 2.4	1.7	----	----	----	[illegible]	654/4766	4734/ 3.4	0.0	0.0	146	2.2	598	5548	WSKQ-F
19. WYNY-F	(C)	645/ 2.3	2.8	2.9	2.2	2.5	2.5	702/10949	9992/ 7.1	7.9	7.4	130	1.9	501	7618	WYNY-F
20. WNEW	(BB)	534/ 1.9	2.3	1.9	1.2	1.6	1.8	556/7858	7359/ 5.2	5.9	3.8	53	1.4	372	4897	WNEW
21. WNCN-F	(CL)	370/ 1.3	1.8	1.3	1.4	1.3	1.4	385/6810	6486/ 4.6	5.2	4.4	115	1.6	429	4577	WNCN-F
22. WALK-AF	(AC)	339/ 1.2	1.0	1.0	1.0	1.1	1.0	354/4349	3946/ 2.8	2.3	2.6	142	1.2	320	4845	WALK-AF
23. WQXR-F	(CL)	337/ 1.2	1.8	1.6	1.3	1.4	1.5	372/6975	6394/ 4.5	4.6	4.7	67	1.4	376	5631	WQXR-F
24. WADO	(SP)	336/ 1.2	1.6	1.9	1.5	2.0	1.5	351/3235	3108/ 2.2	3.6	3.1	108	1.0	265	3995	WADO
25. WLIB	(B)	286/ 1.0	1.4	1.3	1.2	1.9	1.2	290/3917	3860/ 2.7	2.7	3.3	110	1.0	262	2434	WLIB
26. WKJY-F	(AC)	276/ 1.0	0.7	0.6	0.5	0.5	0.7	276/2810	2810/ 2.0	1.6	1.4	130	0.4	104	1277	WKJY-F
27. WWRL	(REL)	274/ 1.0	0.8	1.0	1.2	1.3	1.0	274/3354	3333/ 2.4	1.8	2.2	110	1.0	258	2826	WWRL
28.																
29.																
30.																

12+ FM SHARE (METRO): 70.76% (17283 of 24425) (SPG 88: 64.65%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHTZ-F>	1 WNEW-F	1 WCBS-F	1 WCBS-F	1 WCBS-F	1 WPAT-AF	1 WINS	1 WPAT-AF<	1 WLTW-F<	1 WRKS-F	1 WINS >>
2 WRKS-F	2 WHTZ-F	2 WNEW-F	2 WLTW-F	2 WLTW-F	2 WINS	2 WHTZ-F	2 WLTW-F	2 WHTZ-F	WHTZ-F	2 WOR
3 WQHT-F>	3 WXRK-F	WHTZ-F<	3 WNEW-F	3 WNEW-F	3 WOR	3 WOR <	3 WCBS-F	3 WPAT-AF	3 WQHT-F	3 WCBS >>
4 WPLJ-F>>	4 WRKS-F	4 WLTW-F	4 WHTZ-F<	4 WNSR-F	WLTW-F<	4 WXRK-F<	4 WNEW-F	4 WCBS-F<	4 WFAN	4 WBLS-F>>
5	5 WQHT-F	5 WXRK-F<	5 WNSR-F	WHTZ-F	5 WCBS-F	5 WCBS-F	WHTZ-F	5 WNEW-F	5 WBLS-F	5 WABC >>
6	6 WNSR-F	6 WNSR-F	6 WXRK-F<	6 WQCD-F	6 WCBS	WCBS	6 WNSR-F	6 WQHT-F	6 WLTW-F	6 WCBS-F>>
7	7 WBLS-F<	7 WRKS-F<	7 WQCD-F	7 WXRK-F	WABC >	7 WPAT-AF	7 WQHT-F	7 WRKS-F	7 WNEW-F	7 WLTW-F>>
8	8 WLTW-F	8 WQHT-F	8 WRKS-F	8 WINS	8 WNEW <	8 WRKS-F	8 WRKS-F	8 WNSR-F	8 WPAT-AF<	8 WRKS-F
9	9 WPLJ-F	9 WPLJ-F<	9 WQHT-F<	9 WSKQ-F	9 WYNY-F	9 WLTW-F	9 WABC	WABC	9 WCBS-F	9 WPAT-F>>
10	10 WCBS-F	10 WBLS-F	10 WSKQ-F	WQHT-F	10 WFAN	10 WNEW-F	10 WXRK-F	10 WPLJ-F	10 WNSR-F	10 WFAN

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WHTZ-F	1 WHTZ-F	1 WLTW-F<	1 WLTW-F	1 WLTW-F>
2 WRKS-F<	2 WRKS-F<	2 WHTZ-F<	2 WHTZ-F	2 WCBS-F
3 WQHT-F	3 WLTW-F<	3 WNSR-F	3 WCBS-F	3 WHTZ-F<
4 WPLJ-F	4 WQHT-F<	4 WNEW-F	4 WNSR-F<	4 WNSR-F>
5 WNEW-F	5 WNEW-F	5 WRKS-F<	5 WRKS-F	5 WNEW-F
6 WLTW-F	6 WNSR-F	6 WQHT-F	6 WQHT-F	6 WRKS-F
7 WBLS-F	7 WBLS-F	WBLS-F	7 WNEW-F<	7 WINS
8 WXRK-F	8 WPLJ-F	8 WCBS-F<	8 WPLJ-F	8 WSKQ-F
9 WNSR-F	9 WXRK-F	9 WXRK-F<	9 WBLS-F	WPLJ-F
10 WSKQ-F	10 WSKQ-F	10 WSKQ-F	10 WSKQ-F	10 WBLS-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXRK-F	1 WNEW-F<	1 WNEW-F	1 WNEW-F	1 WCBS-F
2 WHTZ-F	2 WXRK-F>	2 WXRK-F>	2 WCBS-F	2 WNEW-F
3 WNEW-F	3 WHTZ-F	3 WQCD-F<	3 WXRK-F	3 WXRK-F
4 WQHT-F	4 WRKS-F	4 WCBS-F	4 WHTZ-F	4 WQCD-F
5 WPLJ-F<	5 WQHT-F<	5 WRKS-F<	5 WQCD-F	5 WFAN <
6 WRKS-F	6 WBLS-F<	6 WNSR-F	6 WNSR-F	6 WNSR-F
7 WBLS-F>	7 WNSR-F	7 WFAN	7 WQHT-F	7 WHTZ-F
8 WNSR-F>	8 WCBS-F	8 WBLS-F<	8 WRKS-F	8 WLTW-F
9 WDRE-F	9 WQCD-F	9 WQHT-F<	WFAN	9 WQHT-F
WCBS-F	10 WPLJ-F	10 WHTZ-F	10 WBLS-F	WINS

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		3908 (5)	3908 (5)	16.0	12.1
AOR/CLASSIC		2580 (5)	2580 (5)	10.6	9.7
AC/OLDIES/SOFT ROCK		4610 (7)	4610 (7)	18.9	17.4
MOR/VARIETY					0.7
COUNTRY		645 (1)	645 (1)	2.6	3.1
BLACK/URBAN	378 (2)	1918 (2)	2296 (4)	9.4	16.4
BEAUTIFUL/EASY		1428 (3)	1428 (4)	5.8	8.5
NEWS/TALK	4905 (6)		4905 (6)	20.1	17.5
NOSTALGIA	667 (2)		667 (2)	2.7	2.6
RELIGION/GOSPEL	359 (2)	148 (1)	507 (3)	2.1	2.2
SPANISH	752 (4)	653 (1)	1405 (5)	5.8	5.8
CLASSICAL	81 (1)	707 (2)	788 (3)	3.2	3.3
JAZZ/NEW AGE		686 (1)	686 (1)	2.8	
UNKNOWN/OTHERS					0.4
	7142 (18)	17283 (28)	24425 (46)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBAB-F	102.3	BABYLON	0.7/2.5
WBLI-F	106.1	PATCHOGUE	0.8/2.2
WCTO-F	94.3	SMITHTOWN	0.4/1.1
WDHA-F	105.5	DOVER	0.3/1.6
WDRE-F	92.7	GARDEN CITY/NY	0.7/2.2
WFME-F	94.7	NEWARK	0.5/1.9
WHLI	1100	HEMPSTEAD	0.5/0.8
WHUD-F	100.7	PEEKSKILL	0.5/1.5
WJIT	1480	NEW YORK	0.4/1.3
WKDM	1380	NEW YORK	0.4/1.4
WMCA	570	NEW YORK	0.7/3.3
WMGQ-F	98.3	NEW BRUNSWICK	0.4/0.7
WNJR	1430	NEWARK	0.3/1.2
WQXR	1560	NEW YORK	0.3/1.1
WSKQ	620	NEWARK	0.7/1.8
WWDJ	970	HACKENSACK	0.3/1.0
WEZN-F	99.9	BRIDGEPORT	0.3/1.2
WKXW-F	101.5	TRENTON	0.3/0.5

RADIO STATIONS

AM STATIONS

WABC,	770,	50 KW	, TALK	ABC I,	240.00	(Banner)	Cap Cities/ABC	Fred Weinhaus
WADO,	1280,	5 KW	, HISPANIC	,	140.00	(---)		Herb Levin
WCBS,	880,	5 KW	, NEWS	CBS,	370.00	(CBS)	CBS	Ed Kierman
WEVD,	1050,	50 KW (DA-1)	, BIG BAND	,	75.00	(Groskin)		Tom Bird
WFAN,	660,	50 KW	, SPORTS TALK	NBC,	200.00	(HNWH)	Emmis	Scott Meier
WINS,	1010,	50 KW (DA-1)	, NEWS	ABC D,	410.00	(Group W)	Westinghouse	Warren Mauer
WJIT,	1480,	5 KW (DA-2)	, HISPANIC	,	90.00	(---)	Infinity	Frank Flores
WKDM,	1380,	5 KW (DA-1)	, HISPANIC	,	96.00	(Katz Hisp.)	United	Jimmie Jimenez
WLIB,	1190,	10 KW (DAYS,DA)	, BLACK NEWS/TALK	SBN,	90.00	(Mc-Guild)	Inner City	---
WMCA,	570,	5 KW (DA-1)	, RELIGION	APR,MBS,	60.00	(---)	Salem	---
WNEW,	1130,	50 KW (DA-N)	, NOSTALGIA	,	180.00	(Katz)	Westwood One/Legacy	M. Kakoyiannis
WOR,	710,	50 KW (DA-1)	, TALK	ABC E,US 2,	310.00	(Republic)	RKO	Bob Bruno
WPAT,	930,	5 KW (DA-2)	, BTFL/EZ	,	N/A	(Katz)	Park	Gene Habicorn
WQXR,	1560,	50 KW (DA-2)	, FINE ARTS	,	N/A	(Mc-Guild)	NY Times	Warren Bodow
WSKQ,	620,	5 KW (DA-2)	, HISPANIC	,	120.00	(SBS)	SBS	Raul Alarcon
WWDJ,	970,	5 KW (DA-2)	, RELIGION	,	50.00	(---)	Communicom	J. Battaglia
WWRL,	1600,	5 KW (DA-2)	, GOSPEL	NBN,	70.00	(K & P)		Vince Sanders

FM STATIONS

WBLS,	107.5,	5.4 KW @ 1241,	BLACK	ABC F,	320.00	(Mc-Guild)	Inner City	---
WCBS,	101.1,	4.6 KW @ 1300,	OLDIES	RADRAD,	380.00	(CBS)	CBS	Rod Colarco
WHTZ,	100.3,	7.8 KW @ 1220,	CHR	,	425.00	(Christal)	Malrite	Gary Fisher
WFME,	94.7,	37 KW @ 570,	RELIGION	,	N/A	(---)	Family	Art Thompson
WHUD,	100.7,	50 KW @ 500,	BTFL/EZ	,	100.00	(Katz)	(PEEKSKILL)	Steve Petrone
WLTW,	106.7,	7.6 KW @ 1220,	SOFT AC	,	375.00	(Katz)	Viacom	George Wolfson
WNCN,	104.3,	7.6 KW @ 1220,	CLASSICAL	APR,	175.00	(CMBS)	GAF	Matt Field
WNEW,	102.7,	7.8 KW @ 1210,	AOR	SOURCE,	310.00	(Katz)	Legacy	Mike Craven
WNSR,	105.1,	7.8 KW @ 1220,	AC	,	225.00	(Mc-Guild)	Bonneville	Mark Bench
WPAT,	93.1,	5.3 KW @ 1420,	BTFL/EZ	,	240.00	(Katz)	Park	Gene Hobicorn
WPLJ,	95.5,	7.2 KW @ 1335,	CHR	ABC R,	295.00	(Banner)	Cap Cities/ABC	Dana Horner
WQCD,	101.9,	5.3 KW @ 1420,	JAZZ	,	215.00	(Christal)	Tribune Co.	Ray Gerdilla
WQHT,	97.1,	6.7 KW @ 1340,	CHR/URBAN	,	230.00	(HNWH)	Emmis	Stuart Layne
WQXR,	96.3,	7.8 KW @ 1220,	CLASSICAL	,	170.00	(Mc-Guild)	NY Times	Warren Bodow
WRKS,	98.7,	7.8 KW @ 1225,	BLACK	US1,	288.00	(Republic)	Summit	Charles Warfield
WSKQ,	97.9,	7.6 KW @ 1220,	HISPANIC	,	125.00	(SBS)	SBS	Raul Alarcon
WXRK,	92.3,	5.4 KW @ 1200,	CLASSIC AOR	ABC R,	300.00	(Torbet)	Infinity	Tom Chiusano

CALL LETTER CHANGES

WWPR changes to WPLJ (Dec.88)

FORMAT CHANGES

STATION SALES

WNYM sold by Salem for $13,000,000...WMCA sold by Federal to Salem for $14,600,000...WWRL - 50% sol by Unity for $2,000,000. WKDM sold by United to TA/Sh for $______ (Americom).

NORFOLK

Arbit on Rank/Pop (12+): 32/1,115,200

MSA Rank/Pop: 33/1,3362,100
ADI # 42

Average Person Ratings: 18.4
Market TSL: 24.0 hours

Stations: 25/24
Diaries: 1346/829:1/53.6%
Sample Target: 1230
% Below Line: 0.3
% Not Listed: 9.7

1988 Revenue: $32,200,000
HH Inc.: $34,450
Retail $: 9.4 Bil
Pop per Station: 46,466
#1 Biller: WNOR-AF $4,800,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WAFX-F (AOR)	240/11.7	4.5	2.5	2.8	2.0	5.4	281/2537	2125/19.1	5.4	4.8	120	10.5	239	2164	WAFX-F
2. WCMS-AF (C)	202/ 9.9	8.7	8.4	7.7	8.1	8.7	238/2289	1937/17.4	15.8	15.7	108	8.4	185	1852	WCMS-AF
3. WFOG-F (EZ)	185/ 9.0	8.6	8.3	9.9	9.1	8.9	210/2123	1817/16.3	16.1	15.7	84	6.6	150	1708	WFOG-F
4. WNVZ-F (CHR)	156/ 7.6	7.4	6.9	6.7	6.8	7.2	166/2537	2343/21.0	20.1	18.6	78	7.9	180	2876	WNVZ-F
5. WOWI-F (B)	149/ 7.3	8.7	8.0	8.5	6.3	8.1	159/1893	1697/15.2	18.2	13.0	103	13.1	298	2592	WOWI-F
6. WNOR-AF (AOR)	136/ 6.6	10.6	9.0	11.1	11.0	9.3	152/1965	1746/15.7	18.0	20.7	70	9.4	212	2384	WNOR-AF
7. WMYK-F (B)	115/ 5.6	4.7	5.9	5.8	5.0	5.5	148/2026	1601/14.4	14.8	11.5	88	7.1	162	2231	WMYK-F
8. WJQI-AF (AC)	104/ 5.1	5.4	5.6	3.4	4.1	4.9	114/1383	1258/11.3	12.4	9.2	153	3.0	70	1141	WJQI-AF
9. WWDE-F (AC)	91/ 4.4	4.5	6.0	5.4	5.0	5.1	97/1506	1408/12.6	15.6	12.3	145	4.3	99	1740	WWDE-F
WLTY-F (AC)	91/ 4.4	5.3	6.8	4.8	6.1	5.3	102/1688	1435/12.9	16.0	14.4	130	3.8	86	1341	WLTY-F
11. WGH -F (CHR)	70/ 3.4	5.7	5.0	6.0	6.6	5.0	85/1570	1306/11.7	61.1	67.1	44	4.6	105	1622	WGH -F
12. WTAR (MOR)	59/ 2.9	2.7	3.2	4.5	3.5	3.3	62/1057	964/ 8.6	8.7	10.5	66	1.7	36	853	WTAR
13. WNIS (N/T)	54/ 2.6	2.2	2.5	3.0	2.1	2.6	55/764	725/ 6.5	6.5	4.7	115	3.3	75	967	WNIS
14. WPCE (REL)	49/ 2.4	3.0	3.1	2.8	3.7	2.8	51/542	525/ 4.7	6.6	7.7	108	1.8	40	523	WPCE
15. WRAP (B)	44/ 2.1	1.8	3.0	3.9	3.4	2.7	44/873	869/ 7.8	8.7	9.2	48	2.6	59	1068	WRAP
16. WZCL-F (?)	28/ 1.4	1.7	3.2	1.7	2.4	2.0	29/680	621/ 5.6	7.2	5.9	107				WZCL-F
17. WKEZ-F (C)	22/ 1.1	1.4	1.2	1.3	1.9	1.3	45/617	336/ 3.0	2.8	3.5	100	1.2	28	418	WKEZ-F
18.															
19.															
20.															

12+ FM SHARE (METRO): 85.93% (1594 of 1855) (SPG 88: 82.82%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNVZ-F>>	1 WAFX-F>	1 WAFX-F>	1 WAFX-F>	1 WAFX-F	1 WFOG-F	1 WCMS-AF<	1 WAFX-F	1 WAFX-F>	1 WOWI-F	1 WOWI-F>>
2 WGH -F	2 WNOR-AF	2 WNOR-AF	2 WCMS-AF	2 WCMS-AF>	2 WCMS-AF>>	2 WAFX-F	2 WFOG-F	2 WCMS-AF	2 WMYK-F<	2 WAFX-F>>
3 WMYK-F	3 WNVZ-F	3 WOWI-F<	3 WJQI-AF	3 WJQI-AF<	3 WJQI-AF	3 WFOG-F	3 WCMS-AF>	3 WFOG-F	3 WAFX-F	3 WCMS-F
4 WOWI-F>	4 WOWI-F<	4 WCMS-AF	4 WOWI-F	4 WFOG-F<	4 WTAR	4 WNVZ-F	4 WJQI-AF<	4 WOWI-F<	4 WNVZ-F	4 WMYK-F>
5 WRAP	5 WMYK-F>	5 WNVZ-F	5 WFOG-F<	5 WOWI-F	5 WOWI-F	5 WNOR-AF<	5 WNOR-AF<	5 WNVZ-F	5 WCMS-AF	5 WNOR-F<
WAFX-F	6 WLTY-F	6 WJQI-AF	6 WWDE-F<	6 WWDE-F	6 WWDE-F<	6 WOWI-F<	6 WNVZ-F	6 WNOR-AF	6 WNOR-AF	6 WFOG-F
7 WNOR-AF>>	7	7 WMYK-F	7 WNVZ-F<	7 WNVZ-F<	7 WAFX-F	7 WWDE-F	7 WLTY-F	7 WMYK-F	7 WFOG-F	7 WNIS
8	8	8	8 WLTY-F	8 WLTY-F	8	8 WJQI-AF	8 WOWI-F<	8 WLTY-F<	8 WGH -F	8
9	9	9	9	9	9	WMYK-F	9 WWDE-F	9 WJQI-AF	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WNVZ-F	1 WAFX-F	1 WAFX-F>	1 WAFX-F	1 WAFX-F<
2 WGH -F	2 WNVZ-F	2 WNVZ-F	2 WJQI-AF	2 WJQI-AF
WAFX-F<	3 WOWI-F	3 WJQI-AF	3 WNVZ-F<	3 WCMS-AF
4 WOWI-F	4 WMYK-F	4 WWDE-F	4 WOWI-F	4 WWDE-F<
WMYK-F	5 WJQI-AF	5 WOWI-F	WLTY-F	5 WFOG-F
6 WNOR-AF	WLTY-F	6 WLTY-F	6 WWDE-F	6 WLTY-F<
7 WLTY-F	7 WWDE-F<	7 WMYK-F	7 WCMS-AF	7 WOWI-F
8 WCMS-AF	8 WGH -F	8	8 WMYK-F<	8 WNVZ-F>
9	9 WNOR-AF	9	9 WFOG-F	9
10	10	10	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNOR-AF	1 WAFX-F>	1 WAFX-F>>	1 WAFX-F>	1 WAFX-F>
2 WAFX-F>>	2 WNOR-AF>	2 WNOR-AF	2 WNOR-AF>	2 WCMS-AF>
3 WMYK-F	3 WMYK-F	3 WOWI-F	3 WCMS-AF	3 WOWI-F
4 WNVZ-F	4 WOWI-F	4 WMYK-F	4 WOWI-F	4 WNOR-AF<
5 WOWI-F>	5 WNVZ-F>	5 WCMS-AF	5 WNVZ-F<	5 WFOG-F
6 WGH -F	6 WCMS-AF	WNVZ-F	6 WMYK-F>	6 WJQI-AF
7 WRAP	7	7	7 WJQI-AF	7 WNVZ-F
8	8	8	8 WFOG-F	WMYK-F
9	9	9	9	9
10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		226 (2)	226 (2)	12.[illegible]	14.9
AOR/CLASSIC	2 (1)	387 (3)	389 (4)	21.0	13.9
AC/OLDIES/SOFT ROCK		286 (3)	286 (3)	15.4	16.7
MOR/VARIETY	59 (1)		59 (1)	3.2	3.9
COUNTRY	12 (1)	212 (2)	224 (3)	12.1	13.1
BLACK/URBAN	44 (1)	264 (2)	308 (3)	16.6	16.1
BEAUTIFUL/EASY		191 (2)	191 (2)	10.3	10.4
NEWS/TALK	65 (2)		65 (2)	3.5	2.3
NOSTALGIA					
RELIGION/GOSPEL	79 (4)		79 (4)	4.3	8.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		28 (1)	28 (1)	1.5	
	261 (10)	1594 (15)	1855 (25)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGH	1310	Newport News	0.5/2.1
WOFM-F	92.1	Moyock	0.6/2.5
WPMH	1010	Portsmouth	0.4/1.7
WTJZ	1270	Newport News	0.5/1.7
WZAM	1110	Norfolk	0.5/2.0
WQSF-F	96.5	Williamsburg	0.3/1.4

AM STATIONS

WNIS, 850, 5 KW/1 KW (DA-2)	, NEWS/TALK	NBC, ABC T, $ 40.00 (Roslin)	Sinclair	Bob Sinclair
WPCE, 1400, 1 KW	, GOSPEL	SBN, $ 26.00 (Mc-Guild)	Willis	---
WRAP, 1350, 5 KW (DA-2)	, BLACK	NBC, ABC F, $ 34.00 (Roslin)		David Palmer
WTAR, 790, 5 KW (DA-1)	, MOR	CBS, $ 42.00 (Katz)	Landmark	Dan Maxwell

FM STATIONS

WAFX, 106.9, 100 KW @ 964, CLASSIC AOR	, $ 50.00 (CBS)	Downs	---
WCMS, 100.5, 50 KW @ 500, COUNTRY	ABC E, $ 97.00 (Eastman)		Marjorie Crump
WFOG, 92.9, 50 KW @ 480, BTFL/EZ	, $ 67.00 (MMR)		---
WGH , 97.3, 74 KW @ 400, CHR	ABC E, $ 51.00 (Durpetti)	Susquehanna	Sandy Goldberg
WJQI, 94.9, 50 KW @ 500, SOFT AC	, $ 44.00 (Torbet)	Coleman	Howard Schwartz
WKEZ, 94.1, 50 KW @ 500, COUNTRY	US 2, $ 38.00 (Roslin)	Eure	Brad Eure
WLTY, 95.7, 40 KW @ 881, AC	, $ 71.00 (Katz)	Landmark	Dan Maxwell
WMYK, 93.7, 100 KW @ 940, BLACK	, $ 49.00 (Durpetti)	(ELIZABETH CITY)	Paul Lucci
WNOR, 98.7, 46 KW @ 520, AOR	SOURCE, $ 96.00 (Mc-Guild)	Saga	Jack Rattigan
WNVZ, 104.5, 50 KW @ 480, CHR	, $ 70.00 (Republic)	Capitol-Goodman	Joe Schwartz
WOFM, 92.1, 2 KW @ 400, AOR	, $ 23.00 (K & P)	(MOYOCK, NC)	Jim Hunt
WOWI, 102.9, 50 KW @ 500, BLACK	SBN, $ 53.00 (Mc-Guild)	Ragan Henry	Walt Brickhouse
WWDE, 101.3, 50 KW @ 500, AC	RADRAD, $ 84.00 (Christal)	Edens	Larry Sanders
WZCI, 105.3, 50 KW @ 500, ??	, $ 40.00 (Banner)	ML/WIN	Rich Sutton

MISCELLANEOUS COMMENTS: WSKX-F changes calls to WAFX (Feb.)...WXRI changes to WZCL (May)...WZCL changes from RELIGION to OLDIES (May)...WLTY-F changes from AC to OLDIES (May)...WAFX changes from COUNTRY to CLASSIC AOR (Feb.)...WFOG sold by JAG to Sunshine Wireless for $8,000,000...WNVZ sold by Capitol (Goodman) to Wilkes-Schwartz for $7,500,000..WOWI-F sold by Willis to Ragan Henry for $8,300,000 (Foreman).. WRAP sold to Ragan Henry for $400,000 (Capstone).

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

OKLAHOMA CITY

Arbitron Rank/Pop (12+): 46/818,800

MSA Rank/Pop: 46/983,500
ADI # 39
Average Person Ratings: 16.7
Market TSL: 22.25 hours

Stations: 20/20
Diaries: 1167/702:1/52.5%
Sample Target: 1080
% Below Line: 0.0
% Not Listed: 8.8

1988 Revenue: $22,400,000
HH Inc.: $31,351
Retail $: 8.0 Bil
Pop per Station: 40,940
#1 Biller: KXXY-AF $4,400,000

12+ METRO		1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KXXY-AF	(C)	205/15.0	14.1	13.9	12.6	14.3	13.9	286/2991	2216/27.1	26.4	22.8	108	11.8	165	1594	KXXY-AF
2. KJYO-F	(CHR)	138/10.1	11.8	12.3	11.3	12.7	11.4	164/2696	2285/27.9	27.4	25.1	61	11.8	173	2354	KJYO-F
3. KKNG-F	(EZ)	107/ 7.8	9.4	10.0	7.8	4.9	8.8	120/1530	1302/15.9	15.7	13.2	92	7.5	110	1750	KKNG-F
4. KATT-F	(AOR)	103/ 7.5	7.8	10.0	8.4	10.0	8.4	146/2151	1380/16.9	18.6	20.5	100	8.2	120	1550	KATT-F
5. KEBC-F	(C)	89/ 6.5	3.6	3.7	6.2	6.2	5.0	139/1906	1186/14.5	12.4	12.1	72	5.8	84	1283	KEBC-F
6. KZBS-F	(CHR)	88/ 6.4	8.1	5.0	4.6	4.9	6.0	105/1987	1529/18.7	16.6	13.9	72	8.7	127	1703	KZBS-F
KMGL-F	(AC)	88/ 6.4	5.1	4.4	6.7	5.8	5.7	115/1472	1111/13.6	11.5	12.8	158	3.9	57	786	KMGL-F
8. KTOK	(N/T)	81/ 5.9	7.4	7.3	6.4	6.5	6.8	90/1217	1022/12.5	17.6	15.0	47	5.0	73	835	KTOK
9. KOMA	(O)	78/ 5.7	5.1	4.7	2.5	4.0	4.5	116/1435	988/12.1	10.0	8.9	153	4.3	63	849	KOMA
10. KRXO-F	(AOR)	74/ 5.4	6.3	5.0	6.9	5.8	5.9	94/1660	1262/15.4	11.8	12.8	148	4.7	69	1102	KRXO-F
11. KLTE-F	(AC)	55/ 4.0	4.7	4.7	6.0	3.2	4.8	89/1435	1060/12.9	11.2	11.2	155	3.7	54	843	KLTE-F
12. KPRW	(B)	45/ 3.3	2.7	2.9	6.2	7.2	3.8	45/409	396/ 4.8	3.4	5.7	73	6.4	93	683	KPRW
13. WKY	(C)	33/ 2.4	2.8	5.1	3.8	3.5	3.5	57/1000	577/ 7.0	15.1	9.3	42	2.9	43	854	WKY
14.																
15.																

12+ FM SHARE (METRO): 77.31% (964 of 1247) (SPG 88: 73.01%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KJYO-F>>	1 KATT-F	1 KXXY-AF>	1 KXXY-AF>	1 KXXY-AF>	1 KXXY-AF	1 KXXY-AF>>	1 KXXY-AF>	1 KXXY-AF>	1 KJYO-F>	1 KTOK
2 KZBS-F>	2 KXXY-AF	2 KATT-F	2 KMGL-F	2 KMGL-F	2 KKNG-F	2 KJYO-F	2 KKNG-F	2 KJYO-F	2 KXXY-AF<	2 KZBS-F
3 KPRW	3 KZBS-F<	3 KJYO-F	3 KRXO-F	3 KOMA	3 KTOK	3 KTOK	3 KMGL-F	3 KATT-F	3 KATT-F	KXXY-F
KATT-F	4 KJYO-F>	4 KMGL-F	4 KOMA <	4 KRXO-F	4 KOMA	4 KKNG-F<	4 KJYO-F	4 KKNG-F<	4 KZBS-F	4 KJYO-F
5	5 KRXO-F	5 KZBS-F<	5 KATT-F	5 KATT-F	5 KEBC-F	5 KATT-F	5 KATT-F	5 KZBS-F	5 KRXO-F	5 KRXO-F
6	6 KLTE-F	6 KRXO-F	6 KLTE-F	6 KKNG-F	6 KMGL-F	6	6	KMGL-F	6 KKNG-F	KKNG-F<
			KJYO-F							7 KATT-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KXXY-AF	1 KXXY-AF	1 KXXY-AF	1 KXXY-AF>	1 KXXY-AF>	1 KATT-F	1 KATT-F>>	1 KATT-F>	1 KATT-F	1 KXXY-AF
2 KZBS-F<	2 KZBS-F	2 KLTE-F	2 KMGL-F	2 KMGL-F>	2 KJYO-F	2 KRXO-F	2 KRXO-F>	2 KXXY-AF	2 KATT-F
3 KJYO-F>	3 KJYO-F	3 KMGL-F	3 KJYO-F	3 KKNG-F<	3 KZBS-F>	3 KJYO-F<	3 KXXY-AF	3 KRXO-F	3 KRXO-F
4 KATT-F	4 KLTE-F	4 KZBS-F	4 KZBS-F	4 KLTE-F<	4 KEBC-F	4 KZBS-F	4 KLTE-F	4 KJYO-F	4 KOMA
5 KEBC-F>>	5 KMGL-F	5 KJYO-F	5 KLTE-F	5 KJYO-F	5 KXXY-AF	5 KXXY-AF	5 KOMA	5 KZBS-F	5 KMGL-F
6	6 KATT-F	6	6	6 KOMA	KPRW	6	KMGL-F	KOMA	6 KKNG-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		226 (2)	226 (2)	18.1	13.5
AOR/CLASSIC		195 (3)	195 (3)	15.6	16.8
AC/OLDIES/SOFT ROCK	85 (2)	143 (2)	228 (4)	18.3	14.9
MOR/VARIETY	5 (1)		5 (1)	0.4	0.9
COUNTRY	43 (2)	284 (2)	327 (4)	26.2	25.7
BLACK/URBAN	45 (1)		45 (1)	3.6	7.7
BEAUTIFUL/EASY		107 (1)	107 (1)	8.6	5.3
NEWS/TALK	81 (1)		81 (1)	6.5	6.9
NOSTALGIA					4.2
RELIGION/GOSPEL	24 (2)	9 (1)	33 (3)	2.6	2.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					1.3
	283 (9)	964 (11)	1247 (20)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KGFF	1450	Shawnee	0.5/1.3
KJIL-F	104.9	Bethany	0.7/2.9
KQCV	800	Oklahoma City	0.4/1.6
KTLV	1220	Midwest City	1.3/1.6
KTNT-F	97.7	Edmond	1.3/5.0
WWLS	640	Moore/Norman	0.4/2.4

RADIO STATIONS

KOMA, 1520, 50 KW (DA-N)	, OLDIES	NBC, $ 25.00 (CBS)	Diamond	Jane Bartsch
KPAW, 1140, 1 KW (DAYS)	, BLACK	SBN, $ 24.00 (Banner)	Surrey	Tricia York
KQCV, 800, 250 W (DAYS)	, RELIGION	IND, $ 16.00 (---)	Bott	Robin Jones
KTOK, 1000, 5 KW (DA-2)	, NEWS/TALK	ABC I, $ 57.00 (Christal)	Clear Channel	Jim Smith
WKY , 930, 5 KW (DA-N)	, COUNTRY	ABC E, $ 32.00 (Banner)	Gaylord	Jim Fisher
KATT-F, 100.5, 97 KW @ 1188	, AOR	SOURCE, $ 68.00 (Banner)	Surrey	Tricia York
KEBC-F, 94.7, 98 KW @ 1387	, COUNTRY	IND, $ 39.00 (Durpetti)	Independence	Bill Kirk
KJIL-F, 104.9, 3 KW @ 300	, RELIGION	UPI, $ 18.00 (---)	Swaggert (BETHANY)	
KJYO-F, 102.7, 96 KW @ 900	, CHR	IND, $ 54.00 (Christal)	Clear Channel	Jim Smith
KKNG-F, 92.5, 98 KW @ 900	, BTFL/EZ	IND, $ 43.00 (Katz)	Wilks-Schwartz	---
KLTE-F, 101.9, 98 KW @ 1390	, AC	IND, $ 42.00 (Katz)	Entercom	Lin Wheeler
KMGL-F, 104.1, 99 KW @ 1400	, AC	TRNSTR, US 1, $ 35.00 (Eastman)	Renda	---
KRXO-F, 107.7, 99 KW @ 1027	, CLASSIC AOR	IND, $ 45.00 (CBS)	Diamond	Jane Bartsch
KXXY-F, 96.1, 98 KW @ 1167	, COUNTRY	MBS, $ 94.00 (Mc-Guild)	NewMarket	Bill Harley
KZBS-F, 98.9, 100 KW @ 1108	, CHR	APR, $ 36.00 (HNWH)		Bill Lacy

OMAHA

Arbitron Rank/Pop (12+): 70/505,300

MSA Rank/Pop: 79/618, 800
ADI # 73
Average Person Ratings: 17.1
Market TSL: 22.5 hours

Stations: 18/14
Diaries: 973/519:1/57.8%
Sample Target: 870
% Below Line: 2.7
% Not Listed: 10.2

1988 Revenue: $18,200,000
HH Inc.: $36,712
Retail $: 4.5 Bil
Pop per Station: 36,092
#1 Biller: KFAB $4,800,000

12+ METRO		1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KQKQ-F	(CHR)	130/15.0	17.0	13.1	11.6	10.4	14.2	178/2460	1849/36.6	30.4	29.2	80				KQKQ-F
2. KFAB	(MOR)	124/14.3	15.9	17.2	14.8	16.1	15.6	235/2781	1456/28.8	39.0	29.8	59				KFAB
3. KEZO-AF	(AOR)	114/13.1	12.9	12.4	14.7	17.7	13.3	159/1807	1165/22.2	23.9	27.3	105				KEZO-AF
4. KESY-AF	(EZ)	70/ 8.1	7.6	6.6	6.1	7.4	7.1	90/908	698/13.8	13.3	15.4	67				KESY-AF
5. WOW -F	(C)	67/ 7.7	7.0	9.1	5.7	7.5	7.4	86/956	721/14.3	15.4	14.3	126				WOW -F
6. KGOR-F	(O)	60/ 6.9	7.0	9.6	11.1	11.9	8.7	82/1305	973/19.3	24.5	27.7	155				KGOR-F
7. KEFM-F	(AC)	58/ 6.7	5.5	[illegible]	6.5	5.4	6.0	81/1360	957/18.9	14.4	13.6	119				KEFM-F
8. WOW	(C)	48/ 5.5	6.0	[illegible]	5.6	4.3	5.5	92/1409	696/13.8	12.2	10.6	85				WOW
9. KOIL	(O)	36/ 4.2	4.3	5.7	6.6	4.7	5.2	40/637	538/10.6	14.5	12.0	157				KOIL
10. KOMJ-F	(AC)	20/ 2.3	2.1	1.4	3.3	3.5	2.3	40/675	394/ 7.8	5.6	7.5	109				KOMJ-F
11. KKAR	(T)	18/ 2.1	1.9	0.8	1.7	1.6	1.6	19/406	339/ 6.7	4.8	4.6	90				KKAR
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 69.02% (537 of 778) (SPG 88: 69.83%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQKQ-F>>	1 KEZO-AF	1 KEZO-AF	1 KEZO-AF	1 KEZO-AF	1 KFAB >>	1 KFAB >	1 KEZO-AF>	1 KQKQ-F<	1 KQKQ-F	1 KFAB >>
2 KEZO-AF>>	2 KQKQ-F>	2 KQKQ-F>	2 KQKQ-F	2 KQKQ-F	2 KESY-AF>	2 KQKQ-F	2 KFAB <	2 KEZO-AF>	2 KFAB >	2 KQKQ-F
3	3 KEFM-F	3 KGOR-F	3 KGOR-F	3 KGOR-F	3 WOW -F	3 KEZO-AF>	3 KQKQ-F	3 KFAB	3 KEZO-AF>	3 WOW -F>
4	4 KGOR-F>	KEFM-F	4 WOW -F<	4 WOW -F	4 WOW >	4 WOW -F	4 KESY-AF<	4 KESY-AF	4 KESY-AF	4 KEZO-F
5	5 WOW -F	5 WOW -F	5 KEFM-F	5 KFAB	5 KGOR-F	5 KGOR-F	5 WOW -F	5 WOW -F<	5 KEFM-F	5 KESY-F
6	6	6	6 KOIL	6 KEFM-F	6	6 KESY-AF	6 KEFM-F	6 KEFM-F<	6 WOW -F	6 WOW >
7	7	7	7 KFAB	7 KOIL	7	7	7 KGOR-F	7 KGOR-F	KGOR-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQKQ-F>>	1 KQKQ-F>>	1 KQKQ-F>	1 KQKQ-F>>	1 KQKQ-F>	1 KEZO-AF>>	1 KEZO-AF>>	1 KEZO-AF>>	1 KEZO-AF>>	1 KEZO-AF>
2 KEZO-AF	2 KEZO-AF	2 KEZO-AF<	2 KEFM-F	2 KGOR-F<	2 KQKQ-F>	2 KQKQ-F>	2 KQKQ-F	2 KQKQ-F	2 WOW -F
KEFM-F>>	3 KEFM-F>	3 KGOR-F	3 KEZO-AF<	3 KEFM-F	3 KEFM-F>>	3 KEFM-F	3 KGOR-F>	3 KGOR-F	3 KGOR-F>
4 KESY-AF	4 KGOR-F>	4 KEFM-F>	4 KGOR-F>	4 KFAB	4 KGOR-F	4 KGOR-F>	4 WOW -F	4 WOW -F	4 KQKQ-F
KOMJ-F	5 KOMJ-F	5 WOW -F	5 WOW -F	5 KEZO-AF	5	5 WOW -F	KEFM-F	5 KOIL	KOIL
KGOR-F	6 WOW -F	6 KOMJ-F>>	6 KFAB	6 WOW -F	6	6 KOIL	6 KOIL	KEFM-F	KFAB
7	7	7	7 KESY-AF	7 KESY-AF	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		134 (2)	134 (2)	17.2	23.8
AOR/CLASSIC	8 (1)	116 (2)	124 (3)	15.9	20.4
AC/OLDIES/SOFT ROCK	36 (1)	138 (3)	174 (4)	22.4	14.5
MOR/VARIETY	124 (1)		124 (1)	15.9	17.9
COUNTRY	48 (1)	67 (1)	115 (2)	14.8	12.6
BLACK/URBAN		10 (1)	10 (1)	1.3	1.1
BEAUTIFUL/EASY	2 (1)	68 (1)	70 (2)	9.0	8.0
NEWS/TALK	18 (1)		18 (1)	2.3	1.7
NOSTALGIA					
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	5 (1)	4 (1)	9 (2)	1.2	
	241 (7)	537 (11)	778 (18)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBWH-F	106.3	Blair	1.2/2.4
KFMQ-F	101.9	Lincoln/Omaha	1.2/4.4
KFRX-F	102.7	Lincoln	0.5/2.6
KMA	960	Shenandoah	0.6/2.2
KZKX-F	96.9	Seward	0.5/1.4

RADIO STATIONS

KFAB, 1110, 50 KW (DA-N)	, MOR	NBC, $ 90.00 (Christal)	Henry	Ken Headrick
KKAR, 1180, 5 KW/1 KW	, TALK	CBS, MBS, $ 20.00 (Eastman)		Ralph Beaudin
KOIL, 1290, 5 KW (DA-N)	, OLDIES	US 2, $ 27.00 (Banner)		Bob Dean
WOW , 590, 5 KW	, COUNTRY	ABC I, $ 40.00 (Torbet)	Great Empire	Ken Fearnow
KBWH-F, 106.3, 1 KW @ 470, BLACK		, $ 16.00 (---)	(BLAIR)	---
KEFM-F, 96.1, 100 KW @ 1442, SOFT AC		, $ 43.00 (Mc-Guild)		John Webster
KESY-F, 104.5, 100 KW @ 1040, BTFL/EZ		ABC D, US 2, $ 35.00 (Mc Guild)	SunGroup	Dana Webb
KEZO-F, 92.3, 100 KW @ 1210, AOR		ABC R, $ 64.00 (Katz)	Narragansett	Jeff Crabtree
KGOR-F, 99.9, 115 KW @ 1227, OLDIES		NBC, $ 45.00 (Christal)	Henry	Ken Headrick
KOMJ-F, 103.7, 100 KW @ 405, AC		, $ N/A (Banner)	(ATLANTIC IA)	---
KQKQ-F, 98.5, 100 KW @ 1099, CHR		, $ 54.00 (Eastman)		Ralph Beaudin
WOW-F , 94.1, 100 KW @ 510, COUNTRY		ABC E, $ 45.00 (Torbet)	Great Empire	Ken Fearnow

MISCELLANEOUS COMMENTS: KGOR changes from CONTEMP to OLDIES...KLNG sold for $250,000 (Chapman)...KOIL, KOMJ-F sold to Ovation for $5,750,000 (Kahil)...

ORLANDO

Arbitron Rank/Pop (12+): 44/826,000	Stations: 22/20	1988 Revenue: $40,600,000
	Diaries: 991/834:1/48.3%	HH Inc.: $31,813
MSA Rank/Pop: 53/959,000	Sample Target: 1010	Retail $: 8.0 Bil
ADI # 27	% Below Line: 0.0	Pop per Station: 41,300
Average Person Ratings: 17.1	% Not Listed: 8.3	#1 Biller: WWKA-F $6,600,000
Market TSL: 23.0 hours		

12+ METRO			1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1.	WWKA-F	(C)	137/ 9.7	8.6	11.9	10.6	10.0	10.2	301/3286	1357/16.4	21.3	18.5	114	10.9	149	1531	WWKA-F
2.	WSTF-F	(AC)	122/ 8.6	9.1	7.0	8.0	9.7	8.2	190/2559	1425/17.3	19.5	19.6	141	6.9	94	1553	WSTF-F
3.	WSSP-F	(EZ)	117/ 8.3	8.3	8.6	7.8	7.1	8.3	303/2874	1150/13.9	16.4	15.6	60	8.0	109	1093	WSSP-F
4.	WHTQ-F	(AOR)	114/ 8.1	4.9	6.2	5.7	4.0	6.2	225/2657	1271/15.4	14.5	9.8	98	7.8	107	1009	WHTQ-F
5.	WJHM-F	(B)	112/ 7.9	6.0	5.3	12.0	7.0	7.8	224/2445	1216/14.7	11.2	12.0	80	13.1	179	1617	WJHM-F
6.	WDBO	(MOR)	95/ 6.7	5.8	5.6	5.8	8.0	6.0	117/1327	1029/12.5	13.9	15.8	60	3.0	41	729	WDBO
7.	WBJW-AF	(CHR)	89/ 6.3	7.8	7.7	6.8	6.7	7.2	194/3837	1738/21.9	23.4	22.1	76	8.4	113	1939	WBJW-AF
8.	WOCL-F	(AC)	76/ 5.4	7.7	7.6	7.7	7.9	7.1	182/2671	1317/15.9	15.6	15.9	154	6.3	86	1363	WOCL-F
9.	WWNZ	(N/T)	73/ 5.2	4.7	4.3	2.7	3.3	4.2	82/945	778/ 9.4	9.0	9.1	79	3.4	46	625	WWNZ
	WDIZ-F	(AOR)	73/ 5.2	6.7	5.5	7.6	7.4	6.3	150/2355	1263/15.3	13.8	15.3	117	6.7	91	1134	WDIZ-F
11.	WJYO-F	(AC)	62/ 4.4	5.5	4.8	5.4	4.3	5.0	134/2027	1051/12.7	13.0	10.9	143	4.4	60	887.	WJYO-F
12.	WHLY-F	(CHR)	60/ 4.2	3.8	5.6	3.9	4.7	4.4	95/1978	1140/13.8	16.9	15.4	62	5.2	71	1475	WHLY-F
13.	WLOQ-F	(J/NA)	54/ 3.8	3.4	2.2	3.3	1.6	3.2	60/890	773/ 9.4	7.0	5.4	155	3.6	49	964	WLOQ-F
14.	WWLV-F	(EZ)	35/ 2.5	1.7	1.8	1.1	1.6	1.8	144/1501	433/ 5.2	5.0	5.2	72	1.7	23	291	WWLV-F
15.	WPCV-F	(C)	18/ 1.3	1.3	0.5	0.8	0.9	1.0	100/1229	257/ 3.1	4.0	3.4	85	0.6	8	168	WPCV-F
16.	WPRD	(REL)	15/ 1.1	1.9	0.4	1.2	1.8	1.1	15/184	184/ 2.2	2.3	3.8	36	0.4	5	217	WPRD
	WONQ	(SP)	15/ 1.1	0.5	1.0	----	----	0.6	15/105	98/ 1.2	0.8	0.0	100				WONQ
18.																	
19.																	
20.																	

12+ FM SHARE (METRO): 83.40% (1080 of 1295) (SPG 88: 78.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBJW-AF>>	1 WHTQ-F	1 WSTF-F<	1 WSTF-F	1 WSTF-F	1 WSSP-F	1 WWKA-F>	1 WWKA-F<	1 WSTF-F<	1 WDBO	1 WDBO >>
2 WHLY-F	2 WJHM-F	2 WHTQ-F	2 WWKA-F	2 WWKA-F>	2 WWKA-F<	2 WDBO <	2 WSSP-F<	2 WWKA-F	2 WJHM-F	2 WHTQ-F>>
3 WJHM-F	3 WSTF-F>	3 WJHM-F	3 WOCL-F	3 WOCL-F	3 WDBO >	3 WSTF-F	3 WSTF-F>	3 WSSP-F	3 WBJW-AF<	3 WWKA-F
4 WHTQ-F	4 WDIZ-F>	4 WWKA-F	4 WHTQ-F	4 WHTQ-F	4 WWNZ	4 WBJW-AF	4 WHTQ-F	4 WHTQ-F	4 WHTQ-F	WJHM-F
5	5 WBJW-AF	5 WOCL-F	5	5	5 WOCL-F<	5 WJHM-F<	5 WJHM-F	5 WJHM-F	5 WSTF-F	5
6	6	6 WDIZ-F	6	6	6 WSTF-F	6 WHTQ-F	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJHM-F	1 WSTF-F	1 WSTF-F>	1 WSTF-F>	1 WSTF-F>	1 WHTQ-F	1 WHTQ-F>	1 WDIZ-F	1 WHTQ-F	1 WWKA-F<
2 WHLY-F>	2 WJHM-F	2 WHTQ-F>	2 WJHM-F	2 WWKA-F>	2 WJHM-F>>	2 WDIZ-F<	2 WHTQ-F	2 WDIZ-F	2 WOCL-F
3 WBJW-AF	3 WHTQ-F	3 WBJW-AF	3 WWKA-F	3 WJYO-F	3 WDIZ-F>	3 WJHM-F>	3 WSTF-F>	3 WJHM-F	3 WDIZ-F
4 WHTQ-F	4 WBJW-AF	WJYO-F	4 WJYO-F<	4 WHTQ-F<	4 WBJW-AF	4 WSTF-F>	4 WLOQ-F	4 WOCL-F	4 WSTF-F
5 WLOQ-F	5 WHLY-F	WJHM-F	5 WBJW-AF<	5 WJHM-F<	WSTF-F	5 WWKA-F	5 WJHM-F	5 WWKA-F<	5 WHTQ-F
6 WSTF-F	6	6 WWKA-F	6 WHTQ-F	6 WBJW-AF	6	6 WLOQ-F	6 WWKA-F	6 WSTF-F	6
		7 WLOQ-F							

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP	3 (1)	146 (2)	149 (3)	11.5	12.3
AOR/CLASSIC	5 (1)	187 (2)	192 (3)	14.8	12.3
AC/OLDIES/SOFT ROCK		260 (3)	260 (3)	20.1	23.4
MOR/VARIETY	95 (1)		95 (1)	7.3	8.6
COUNTRY		155 (2)	155 (2)	12.0	10.8
BLACK/URBAN		112 (1)	112 (1)	8.6	9.4
BEAUTIFUL/EASY		152 (2)	152 (2)	11.7	10.3
NEWS/TALK	73 (1)		73 (1)	5.6	3.5
NOSTALGIA					1.9
RELIGION/GOSPEL	24 (3)	14 (1)	38 (4)	2.9	4.9
SPANISH	15 (1)		15 (1)	1.2	
CLASSICAL					
JAZZ/NEW AGE		54 (1)	54 (1)	4.2	1.8
UNKNOWN/OTHERS					0.9
	215 (8)	1080 (14)	1295 (22)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WHOO	990	Orlando	0.4/1.4
WTLN	1520	Apopka	0.1/0.7
WTLN-F	95.3	Apopka	1.0/3.3
WXXO	1600	Winter Garden	0.6/3.3

RADIO STATIONS

WDBO, 580, 5 KW (DA-N)	, MOR	ABC I,	$ 62.00	(Katz)	NewCity		Bob Longwell
WHOO, 990, 50 KW/5 KW (DA-N)	, BASICALLY A SIMULCAST WITH WHTQ-F						
WONQ, 1140, 4 KW (DAYS)	, HISPANIC	UPI,	$ 18.00	(Lotus)			George Arroyo
WPRD, 1440, 5 KW/1 KW (DA-N)	, RELIGION	TRNSTR,	$ 16.00	(---)			Albert Chubb
WWNZ, 740, 5 KW/1 KW (DA-N)	, NEWS/TALK	CBS, MBS,	$ 55.00	(Christal)	Guy Gannett		Mark Brewer
WBJW-F, 105.1, 95 KW @ 1310	, CHR	,	$ 108.00	(Banner)	Nationwide		Rick Weinkauf
WDIZ-F, 100.3, 100 KW @ 1300	, AOR	ABC R,	$ 90.00	(MMR)	Shamrock-Lynett		George Duffy
WHLY-F, 106.7, 100 KW @ 800	, CHR	ABC D,	$ 66.00	(Durpetti)	Southern Starr		Ricki Black
WHTQ-F, 96.5, 100 KW @ 1609	, AOR	,	$ 73.00	(Eastman)	TK		Gary Kines
WJHM-F, 101.9, 28 KW @ 1650	, BLACK/URBAN	,	$ 58.00	(HNWH)	Beasley	(DAYTONA BEACH)	--
WJYO-F, 107.7, 100 KW @ 1613	, SOFT AC	,	$ 80.00	(MMR)	Metroplex		Peter Ferrara
WLOQ-F, 103.1, 3 KW @ 330	, JAZZ	,	$ 48.00	(Banner)			John Gross
WOCL-F, 105.9, 100 KW @ 1650	, OLDIES	APR,	$ 71.00	(Christal)	American	(DELAND)	George Toulas
WSSP-F, 104.1, 100 KW @ 1609	, BTFL/EZ	,	$ 70.00	(Christal)	Guy Gannett	(COCOA BEACH)	Mark Brewer
WSTF-F, 101.1, 100 KW @ 1598	, AC	,	$ 100.00	(Republic)	Capitol-Goodman		Don Peterson
WWKA-F, 92.3, 100 KW @ 1341	, COUNTRY	,	$ 130.00	(Katz)	NewCity		Bob Longwell

MISCELLANEOUS COMMENTS: WHLY-F sold by Southern Starr to Taylor for $12,000,000 (Stevens).

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****************************************************** F O R M A T   C O D E S ******************************************************
*                                                                                                                                    *
*  CHR - Contemporart Hit Radio, Top 40, Contemporary                      T    - Talk                                               *
*  AC  - Adult Contemporary                                                N    - News                                               *
*  O   - Oldies (1955 to near 1988)                                        SP   - Hispanic/Spanish                                   *
*  B   - Black (audience predominantly Black - over 75%)                   BB   - Big Band, Nostalgia                                *
*  U   - Urban (majority of audience is non-white                          M    - Middle of Road (MOR), Full                         *
*              although a large segment is white)                               Service, Variety                                     *
*  EZ  - EZ listening, Beautiful Music                                     J/NA - Jazz and New Age                                   *
*  AOR - Album Oriented Rock, also includes Classic Rock                   R    - Religion, Christian, Christian Music*
*  CL  - Classical                                                         G    - Gospel                                             *
*  C   - Country                                                           E    - Ethnic                                             *
*                                                                          ?    - Others or Unknown                                  *
*                                                                                                                                    *
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OXNARD-VENTURA

Arbitron Rank/Pop (12+): 109/327,500

MSA Rank/Pop: 77/636,700
Los Angeles ADI
Average Person Ratings: 17.3
Market TSL: 22.75 hours

Stations: 35/12
Diaries: 758/432:1/49.6%
Sample Target: 700
% Below Line: 15.4
% Not Listed: 12.7

1988 Revenue: $8,100,000
HH Inc.: $44,448
Retail $: 4.0 Bil
Pop per Station: 27,291
#1 Biller: KHAY-F $1,400,000

12+ METRO			1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SFG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1.	KCAQ-F	(CHR)	63/11.1	----	8.5	----	6.7	----	81/1246	809/24.7	22.6	18.6	44				KCAQ-F
2.	KHAY-F	(C)	43/ 7.6	----	5.9	----	5.7	----	60/803	549/16.8	11.8	13.0	122				KHAY-F
3.	KBBY-F	(AC)	28/ 4.9	----	5.4	----	5.7	----	28/432	334/10.2	13.7	14.6	159				KBBY-F
4.	KIIS-AF	(CHR)	26/ 4.6	----	3.3	----	2.7	----	44/891	490/15.0	9.9	9.3	89				KIIS-AF
5.	KTRO	(SP)	25/ 4.4	----	3.0	----	5.7	----	40/362	243/ 7.4	6.9	8.6	125				KTRO
6.	KRUZ-F	(EZ)	24/ 4.2	----	3.3	----	5.1	----	55/832	334/10.2	7.4	8.6	55				KRUZ-F
7.	KLOS-F	(AOR)	23/ 4.1	----	6.5	----	4.5	----	51/835	341/10.4	12.7	11.5	141				KLOS-F
	KOXR	(SP)	23/ 4.1	----	7.0	----	6.7	----	24/272	235/ 7.2	8.4	9.0	127				KOXR
9.	KRTH-F	(AC)	19/ 3.4	----	3.0	----	5.7	----	41/704	395/12.1	8.9	13.1	126				KRTH-F
	KODJ-F	(AC)	19/ 3.4	----	1.3	----	1.2	----	32/502	290/ 8.9	5.9	6.1	135				KODJ-F
	KBIG-F	(AC)	19/ 3.4	----	3.3	----	2.7	----	31/557	315/ 9.6	6.5	7.6	121				KBIG-F
12.	KNX	(N/T)	18/ 3.2	----	2.8	----	2.9	----	36/950	444/13.6	9.1	11.0	81				KNX
13.	KZTR-AF	(AOR)	16/ 2.9	----	5.4	----	2.4	----	18/346	259/ 7.9	9.7	6.7	131				KZTR-AF
14.	KQLZ-F	(CHR)	16/ 2.8	----	0.7	----	0.4	----	24/596	297/ 9.1	3.1	2.2	32				KQLZ-F
	KVEN	(T)	16/ 2.8	----	3.7	----	3.7	----	16/277	257/ 7.8	11.4	9.9	82				KVEN

12+ FM SHARE (METRO): 77.13% (381 of 494) (SPG 88: 73.67%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KCAQ-F>>	1 KCAQ-F>	1 KCAQ-F>	1 KHAY-F	1 KHAY-F	1 KRUZ-F	1 KCAQ-F>	1 KCAQ-F	1 KCAQ-F>	1 KCAQ-F>>	1 KNX >
2 KIIS-AF>	2 KHAY-F	2 KHAY-F	2 KBBY-F	2 KBBY-F>	2 KHAY-F>	2 KHAY-F	2 KHAY-F	2 KHAY-F>	2 KHAY-F	2 KVEN >>
3 KQLZ-F	3 KLOS-F	3 KBBY-F	3 KLOS-F	3 KLOS-F	3 KNX	3 KLOS-F	3 KBBY-F>	3 KBBY-F	3 KQLZ-F>	3 KPWR-F
KPWR-F>>	4 KTRO	4 KTRO <	4 KTRO	4 KTRO	4 KMPC	4 KIIS-AF	[illegible]-F	4 KIIS-AF	4 KVEN	KTRO
5	5 KIIS-AF	5 KLOS-F	5 KCAQ-F	5 KOXR <	KVEN	KBBY-F	5 KTRO	KBIG-F	KTRO	KHAY-F
6	KBBY-F	6 KIIS-AF	6	6 KCAQ-F	6 KBBY-F	6	6 KMPC <	6	6	6
							7 KRTH-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KCAQ-F>>	1 KCAQ-F>	1 KHAY-F	1 KCAQ-F>	1 KBBY-F
2 KIIS-AF>>	2 KIIS-AF	KBBY-F	2 KBBY-F	2 KHAY-F
3	3 KTRO	3 KIIS-AF	3 KBIG-F	3 KCAQ-F
4	KHAY-F	KZTR-AF	KTRO	4 KBIG-F
5	KBBY-F	KTRO	5 KIIS-AF	KTRO

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KCAQ-F>	1 KHAY-F	1 KLOS-F	1 KHAY-F	1 KHAY-F
2 KQLZ-F>>	2 KLOS-F	KHAY-F>	2 KCAQ-F	2 KLOS-F
3 KIIS-AF	3 KCAQ-F	3 KTRO	3 KLOS-F	3 KOXR
KZTR-AF>>	4 KQLZ-F	4 KOXR	4 KOXR	4 KBBY-F
5	5 KTRO	KBBY-F	5 KBBY-F	5 KODJ-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		115 (4)	115 (4)	23.3	13.7
AOR/CLASSIC	2 (1)	58 (5)	60 (6)	12.1	13.3
AC/OLDIES/SOFT ROCK	6 (1)	91 (5)	97 (6)	19.6	20.4
MOR/VARIETY					
COUNTRY		49 (2)	49 (2)	9.9	6.5
BLACK/URBAN					7.1
BEAUTIFUL/EASY		27 (2)	27 (2)	5.5	4.5
NEWS/TALK	42 (5)		42 (5)	8.5	10.6
NOSTALGIA	15 (1)		15 (1)	3.0	3.3
RELIGION/GOSPEL		9 (1)	9 (1)	1.8	2.7
SPANISH	48 (2)	5 (1)	53 (3)	10.7	11.8
CLASSICAL		5 (2)	5 (2)	1.0	1.4
JAZZ/NEW AGE		14 (2)	14 (2)	2.8	2.0
UNKNOWN/OTHERS		8 (1)	8 (1)	1.6	2.7
	113 (10)	381 (25)	494 (35)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDAR-F	98.3	Oxnard/Ventura	1.6/5.3
KMYX-F	105.5	Ojai/Oxnard	1.1/4.2
KOGO	1590	Ventura	1.1/1.8
KXPT-F	96.7	SntaPaula/Vntra	1.4/5.5
KABC	790	Los Angeles	0.5/3.5
KDB -F	93.7	Santa Barbara	0.4/3.3
KFAC-F	92.3	Los Angeles	0.5/2.2
KFI	640	Los Angeles	0.5/2.7
KIIS	1150	Los Angeles	
KJOI-F	98.7	Los Angeles	0.5/2.2
KKGO	540	Hesperia	
KKGO-F	105.1	Los Angeles	0.5/2.7
KLSX-F	97.1	Los Angeles	0.7/2.8
KLVE-F	107.5	Los Angeles	0.9/3.3
KMPC	710	Los Angeles	2.7/6.7
KOST-F	103.5	Los Angeles	1.1/3.1
KPWR-F	105.9	Los Angeles	1.8/6.1
KROQ-F	106.7	Pasadena	0.7/2.8
KTMS	1250	Santa Barbara	0.4/2.0
KTWV-F	94.7	Los Angeles	1.9/5.8
KTYD-F	99.9	Snta Barb/Ventr	2.3/6.4

RADIO STATIONS

KOGO, 1590, 5 KW (DA-1)	, OLDIES		, $ 13.00 (Katz)	Woods	Jack Woods
WOXR, 910, 5 KW/1 KW (DA-2)	, HISPANIC		, $ 23.00 (Lotus)	Lotus	George Bradley
KTRO, 1520, 10 KW/1 KW (DA-2)	, HISPANIC		, $ 19.00 (Caballero)		B.J. Young
KVEN, 1450, 1 KW	, TALK	ABC C, TALKNT	, $ 25.00 (Radio Time)		David Loe
KBBY-F, 95.1, 28 KW @ 95	, AC		, $ 33.00 (Katz)	Woods	Jack Woods
KCAQ-F, 104.7, 3 KW @ 2500	, CHR		, $ 32.00 (Mc-Guild)		Harold Frank
KDAR-F, 98.3, 3 KW @ 240	, RELIGION		, $ 11.00 (---)		Bob Dunker
KHAY-F, 100.7, 39 KW @ 1210	, COUNTRY		, $ 35.00 (Radio Time)		David Loe
KMYX-F, 105.5, 115 W @ 1240	, COUNTRY		, $ 17.00 (K & P)		Mike Thomas
KXPT-F, 96.7, 87 W @ 1500	, ??		, $ 14.00 (CBS)		John Graziuno
KZTR-F, 95.9, 43 W @ 700	, CLASSIC AOR		, $ 15.00 (Durpetti)		Steve I[illegible]er

KRUZ -- See Santa Barbara; OTHER RANKED STATIONS -- See Los Angeles

MISCELLANEOUS COMMENTS: KIEZ-F changes calls to KXPT (Feb.)...KZTR A/F (Camarillo) sold by Golden Bear to Adams for $5,200,000 (Americom).

PENSACOLA

Arbitron Rank/Pop (12+): 125/292,300

MSA Rank/Pop: 136/351,500
Mobile ADI
Average Person Ratings: 17.2
Market TSL: 23.5 hours

Stations: 16/10
Diaries: 650/450:1/51.5%
Sample Target: 640
% Below Line: 0.0
% Not Listed: 11.9

1988 Revenue: $7,600,000
HH Inc.: $30,324
Retail $: 2.2 Bil
Pop per Station: 29,230
#1 Biller: WOWW-F $2,000,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WOWW-F (C)	54/10.7	10.2	12.7	12.0	10.5	----	81/706	486/16.6	18.0	19.6	106	10.4	56	611	WOWW-F
2. WXBM-F (C)	49/ 9.7	6.5	5.4	7.8	6.4	----	63/681	436/14.9	9.8	13.5	116	8.6	46	544	WXBM-F
3. WTKX-F (AOR)	41/ 8.1	9.0	8.7	9.1	8.8	----	66/865	552/18.9	14.3	16.0	95	9.5	51	611	WTKX-F
4. WBLX-F (B)	39/ 7.7	12.7	11.2	10.4	11.7	----	68/720	406/13.9	15.4	16.7	96	14.0	75	486	WBLX-F
5. WABB-F (CHR)	36/ 7.1	8.4	7.8	10.0	9.5	----	63/1033	601/20.6	20.4	24.3	69	10.1	54	761	WABB-F
WMEZ-F (EZ)	36/ 7.1	7.4	8.7	8.4	10.9	----	61/827	435/14.9	16.8	19.2	79	4.9	26	361	WMEZ-F
7. WCOA (MOR)	33/ 6.5	6.3	8.3	6.2	6.6	----	33/391	374/12.8	13.3	14.6	60	8.4	45	460	WCOA
8. WAVH-F (AC)	32/ 6.3	6.5	4.7	4.7	----	----	52/629	420/14.4	11.9	0.0	151	7.1	38	357	WAVH-F
9. WJLQ-F (CHR)	29/ 5.8	6.5	5.8	5.8	7.0	----	34/702	484/16.6	16.6	19.3	121	5.0	27	773	WJLQ-F
10. WBOP (B)	27/ 5.4	4.5	5.4	6.2	5.[illegible]	----	27/277	277/ 9.5	9.8	11.2	72	2.2	12	377	WBOP
11. WGCX-F (AOR)	23/ 4.6	4.5	6.7	6.2	7.8	----	34/556	314/10.7	13.9	19.3	130	4.7	25	473	WGCX-F
12. WKRG-F (AC)	16/ 3.2	3.9	2.0	2.4	4.1	----	26/523	305/10.4	7.5	11.9	131	4.5	24	343	WKRG-F
13. WWSF-F (CHR)	12/ 2.4	----	----	----	----	----	46/630	229/ 7.8	0.0	0.0	58	1.7	9	117	WWSF-F
14. WHYM (REL)	10/ 2.0	2.0	2.0	0.4	1.4	----	10/112	112/ 3.8	2.6	2.9	55	0.6	3	82	WHYM
15.															

12+ FM SHARE (METRO): 82.66% (367 of 444) (SPG 88: 81.89%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WABB-F>>	1 WTKX-F>	1 WTKX-F	1 WAVH-F	1 WXBM-F	1 WOWW-F	1 WOWW-F<	1 WXBM-F	1 WXBM-F<	1 WBLX-F	1 WCOA >>
2 WBLX-F>>	2 WGCX-F	2 WOWW-F	WOWW-F<	WOWW-F	2 WMEZ-F	2 WXBM-F	2 WMEZ-F<	2 WOWW-F	2 WCOA >	2 WBLX-F>
3 WWSF-F	WXBM-F	3 WXBM-F	3 WXBM-F	3 WAVH-F	WCOA <	3 WABB-F	3 WOWW-F	3 WTKX-F	3 WABB-F<	3 WTKX-F
4	4 WOWW-F	4 WAVH-F	4 WTKX-F	4 WTKX-F<	4 WXBM-F	4 WCOA <	4 WTKX-F<	4 WABB-F	4 WTKX-F>	4 WXBM-F
5	WJLQ-F	5 WBLX-F	5 WBLX-F	5 WBLX-F	5	5 WAVH-F	5 WAVH-F	5 WMEZ-F	5 WOWW-F	WOWW-F
6				6 WJLQ-F						WMEZ-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WABB-F>	1 WBLX-F	1 WBLX-F>	1 WBLX-F>	1 WBLX-F
2 WBLX-F>	2 WABB-F>	2 WTKX-F	2 WOWW-F	WOWW-F
3 WOWW-F	3 WTKX-F	WBOP	3 WABB-F	3 WXBM-F
WJLQ-F	WOWW-F	4 WOWW-F	4 WXBM-F	4 WMEZ-F
5	5 WJLQ-F	5	5	WJLQ-F
	WBOP			WBOP

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WTKX-F>>	1 WTKX-F>	1 WGCX-F	1 WTKX-F>	1 WXBM-F
2 WGCX-F	2 WGCX-F	2 WXBM-F	2 WAVH-F	2 WAVH-F
WXBM-F	3 WXBM-F	WTKX-F	WXBM-F	3 WTKX-F
4 WOWW-F>>	4 WJLQ-F	WJLQ-F>	4 WGCX-F	WOWW-F
5 WWSF-F	5 WOWW-F	5 WAVH-F	WOWW-F	5 WGCX-F
WJLQ-F		WOWW-F		6 WJLQ-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		77 (3)	77 (3)	17.3	15.1
AOR/CLASSIC		64 (2)	64 (2)	14.4	9.7
AC/OLDIES/SOFT ROCK	3 (1)	48 (2)	51 (3)	11.5	15.6
MOR/VARIETY	33 (1)		33 (1)	7.4	9.2
COUNTRY		103 (2)	103 (2)	23.2	20.1
BLACK/URBAN	27 (1)	39 (1)	66 (2)	14.9	18.4
BEAUTIFUL/EASY		36 (1)	36 (1)	8.1	9.7
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL	14 (2)		14 (2)	3.2	2.2
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	77 (5)	367 (11)	444 (16)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFXP	980	Gulf Breeze/Pen	0.6/2.8
WPFA	790	Pensacola	0.8/1.5

RADIO STATIONS

WBOP, 1230, 1 KW	, BLACK	NBN, $ 17.00 (Durpetti)	Holt	Lewis Lee
WCOA, 1370, 5 KW (DA-2)	, MOR	SUN, MBS, $ 20.00 (Mc-Guild)	First City	Jim Colley
WHYM, 610, 500 W (DAYS)	, RELIGION	UPI, $ 8.00 (---)	Swaggert	Bob Rogers
WJLQ-F, 100.7, 100 KW @ 1555	, CHR	ABC C, $ 29.00 (Mc-Guild)	First City	Jim Colley
WMEZ-F, 94.1, 100 KW @ 1328	, BTFL/EZ	ABC D, $ 30.00 (Torbet)		Gene Pfalzer
WOWW-F, 107.3, 100 KW @ 1428	, COUNTRY	US 2, $ 45.00 (Katz)	Colonial	---
WTKX-F, 101.5, 100 KW @ 493	, AOR	ABC R, $ 33.00 (Banner)	Holt	Lewis Lee
KXBM-F, 102.7, 100 KW @ 1328	, COUNTRY	MBS, $ 24.00 (Torbet)		Lou Mahacek

WWSF -- See Fort Walton Beack in "Small Market Edition." OTHER RANKED STATIONS -- See Mobile

MISCELLANEOUS COMMENTS: WOWW-F sold by Colonial to Sun Group for $5,000,000.

PEORIA

Arbitron Rank/Pop (12+): 120/294,500

MSA Rank/Pop: 142/331,500
ADI #113 (w/Bloomington)
Average Person Ratings: 15.7
Market TSL: 20.75 hours

Stations: 17/11
Diaries: 817/360:1/59.9%
Sample Target: 700
% Below Line: 5.8
% Not Listed: 10.7

1988 Revenue: $7,200,000
HH Inc.: $36,886
Retail $: 2.2 Bil
Pop per Station: 26,772
#1 Biller: WKZW-F $1,300,000

12+ METRO		1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WWCT-F	(AOR)	71/15.8	16.3	12.5	16.3	15.2	----	87/1055	735/25.6	21.2	26.6	103	18.2	91	884	WWCT-F
2. WKZW-F	(CHR)	67/14.9	16.1	19.9	15.0	16.4	----	109/1649	968/33.7	35.0	36.6	81	20.0	100	1009	WKZW-F
3. WSWT-F	(EZ)	62/13.8	16.9	15.4	15.5	13.3	----	90/1128	738/25.7	23.1	21.6	72	7.8	39	498	WSWT-F
4. WMBD	(MOR)	47/10.4	8.8	7.8	7.9	8.4	----	50/701	661/23.0	16.6	20.7	76	9.6	48	676	WMBD
5. WXCL	(C)	33/ 7.3	6.3	7.6	8.2	9.3	----	36/409	372/12.9	11.8	17.4	108	7.2	36	379	WXCL
6. WIRL	(AC)	22/ 4.9	4.6	7.8	7.1	7.4	----	30/562	451/15.7	16.1	19.6	129	6.0	30	430	WIRL
7. WKQA-F	(AC)	19/ 4.2	3.8	3.8	4.2	5.5	----	23/447	375/13.1	10.7	14.0	138	3.6	18	283	WKQA-F
8. WTAZ-F	(T)	18/ 4.0	2.9	3.1	2.0	2.9	----	20/367	323/11.2	8.4	6.5	95	3.8	19	239	WTAZ-F
WGLO-F	(AC)	18/ 4.0	4.0	2.6	3.8	4.6	----	19/371	345/12.0	9.0	11.1	158	2.6	13	298	WGLO-F
10. WBZM-F	(O)	16/ 3.6	1.7	3.3	2.2	1.7	----	17/230	210/ 7.3	9.5	2.8	161	3.8	19	296	WBZM-F

12+ FM SHARE (METRO): 69.15% (278 of 402) (SPG 88: 69.69%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKZW-F>>	1 WWCT-F>>	1 WWCT-F>	1 WWCT-F>	1 WWCT-F>	1 WSWT-F	1 WMBD	1 WSWT-F	1 WWCT-F>	1 WWCT-F	1 WMBD >
2 WWCT-F>>	2 WKZW-F>>	2 WKZW-F>>	2 WKZW-F>	2 WKZW-F	2 WMBD >	2 WKZW-F>	2 WWCT-F	2 WSWT-F	2 WKZW-F>>	2 WWCT-F>>
3	3 WSWT-F	3 WSWT-F	3 WSWT-F	3 WSWT-F	3 WXCL >	3 WSWT-F<	3 WKZW-F>	WKZW-F>	3 WMBD	3 WSWT-F
4	WKQA-F	4 WMBD	4 WMBD	4 WXCL	4 WIRL	4 WWCT-F	4 WMBD <	4 WXCL	4 WTAZ-F	4 WTAZ-F
5	5	WKQA-F	5 WXCL	WMBD	5	5	5 WXCL	5 WMBD	5 WSWT-F	WKZW-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKZW-F>>	1 WKZW-F	1 WWCT-F	1 WKZW-F	1 WSWT-F	1 WWCT-F>>	1 WWCT-F>>	1 WWCT-F>>	1 WWCT-F>>	1 WWCT-F>
2 WWCT-F>>	2 WWCT-F>	2 WKZW-F	2 WWCT-F>	2 WKZW-F	2 WKZW-F>>	2 WKZW-F>>	2 WKZW-F>>	2 WKZW-F>>	2 WKZW-F>
3 WSWT-F>	3 WSWT-F	3 WSWT-F	3 WSWT-F>	3 WWCT-F	3 WTAZ-F>>	3 WTAZ-F	3 WXCL	3 WXCL	3 WXCL
4 WKQA-F>>	4 WKQA-F>>	WKQA-F>	4 WKQA-F	4 WMBD	4	4	WGLO-F	WMBD	4 WSWT-F
5	5	5 WIRL	5	5 WIRL	5	5	5	WBZM-F	WMBD
									WBZM-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		70 (2)	70 (2)	17.4	22.8
AOR/CLASSIC		71 (1)	71 (1)	17.7	13.7
AC/OLDIES/SOFT ROCK	25 (2)	53 (3)	78 (5)	19.4	21.0
MOR/VARIETY	51 (2)		51 (2)	12.7	8.5
COUNTRY	33 (1)	4 (1)	37 (2)	9.2	10.6
BLACK/URBAN					
BEAUTIFUL/EASY		62 (1)	62 (1)	15.4	16.8
NEWS/TALK	12 (2)	18 (1)	30 (3)	7.5	6.0
NOSTALGIA					
RELIGION/GOSPEL	3 (1)		3 (1)	0.7	0.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	124 (8)	278 (9)	402 (17)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WPEO	1020	Peoria	0.7/3.3
WAAG-F	94.9	Galesburg	0.9/2.4
WBNQ-F	101.5	Bloomington/Nrm	0.7/4.7
WGN	720	Chicago	2.2/8.2
WJBC	1230	Bloomington	0.9/1.8
WLS	890	Chicago	0.7/4.4
WLUP	1000	Chicago	0.4/1.4

RADIO STATIONS

WIRL,	1290,	5 KW (DA-2)	, AC	ACB E MBS, $	25.00 (Christal)	Comm. Service	Jim Glassman
WMBD,	1470,	5 KW (DA-2)	, MOR	CBS, $	34.00 (Katz)	Midwest TV	---
WPEO,	1020,	1 KW (DAYS)	, RELIGION	, $	11.00 (---)		Bob Ulrich
WXCL,	1350,	1 KW (DA-2)	, COUNTRY	, $	27.00 (Banner)		---
WBZM-F,	94.3,	3 KW @ 300,	OLDIES	SMN, $	14.00 (K & P)	(CHILLICOTHE)	William Bro
WGLO-F,	95.3,	25 KW @ 640,	AC	NBC, $	15.00 (Roslin)	(PEKIN)	Jerry Scott
WKQA-F,	104.9,	3 KW @ 265,	AC	US 1, $	20.00 (Banner)		---
WKZW-F,	93.3,	40 KW @ 548,	CHR	, $	40.00 (Katz)	Midwest TV	---
WSWT-F,	106.9,	50 KW @ 480,	BTFL/EZ	ABC E, $	31.00 (Christal)	Comm. Service	Jim Glassman
WTAZ-F,	102.3,	3 KW @ 300,	TALK	ABC T, TALKNT, $	13.00 (---)	(MORTON)	---
WWCT-F,	105.7,	36 KW @ 571,	AOR	SOURCE, $	36.00 (HNWH)		Bruce Foster

PHILADELPHIA

Arbitron Rank/Pop (12+): 5/4,084,900
MSA Rank/Pop: 4/4,873,100
ADI # 4
Average Person Ratings: 19.4
Market TSL: 25.50 hours

Stations: 29/23
Diaries: 2942/1388:1/55.4%
Sample Target: 2440
% Below Line: 2.9
% Not Listed: 10.6

1988 Revenue: $122,000,000
HH Inc.: $35,793
Retail $: 36.0 Bil
Pop per Station: 177,604
#1 Biller: WMMR-F $14,900,000

12+ METRO		1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KYW	(N)	563/ 7.1	7.2	6.5	6.8	6.9	6.9	609/12295	11026/27.0	27.1	26.8	75	6.3	515	9618	KYW
2. WMMR-F	(AOR)	551/ 6.9	8.1	7.7	8.0	7.8	7.7	783/11126	7830/19.2	20.7	19.5	135	10.0	813	9373	WMMR-F
3. WUSL-F	(B)	548/ 6.9	7.1	7.5	7.1	8.2	7.2	667/7291	5844/14.3	14.9	14.7	91	10.2	828	7767	WUSL-F
4. WEAZ-F	(EZ)	523/ 6.6	5.9	5.7	5.9	6.1	6.0	646/8679	6945/17.0	15.8	14.6	115	4.3	348	4074	WEAZ-F
5. WEGX-F	(CHR)	484/ 6.1	7.9	7.9	6.7	7.0	7.2	563/10212	8435/20.6	20.5	18.6	79	7.7	627	9129	WEGX-F
6. WPEN	(BB)	464/ 5.8	5.3	5.1	6.6	6.3	5.7	496/4766	4341/10.6	9.6	10.6	22	4.8	387	3252	WPEN
7. WIOQ-F	(CHR)	385/ 4.8	3.1	2.5	2.3	2.5	3.2	446/7801	6494/15.9	8.4	9.0	67	6.1	493	6563	WIOQ-F
8. WKSZ-F	(AC)	363/ 4.6	4.9	4.8	4.5	5.5	4.7	422/5864	4915/12.0	12.9	13.9	128	3.0	247	3980	WKSZ-F
9. WMGK-F	(AC)	362/ 4.6	4.3	4.7	4.1	4.1	4.4	410/6758	5703/14.0	12.4	12.9	141	2.7	221	3594	WMGK-F
10. WYSP-F	(AOR)	356/ 4.5	4.5	4.9	5.8	4.8	4.9	490/8861	6246/15.3	16.6	14.6	131	5.0	408	6380	WYSP-F
11. WWDB-F	(T)	353/ 4.4	3.6	4.6	4.6	4.4	4.3	415/4865	3986/ 9.8	10.0	8.7	75	5.8	469	3448	WWDB-F
12. WXTU-F	(C)	320/ 4.0	4.0	4.1	4.5	4.3	4.2	470/6372	4318/10.6	9.7	9.1	113	4.8	394	4213	WXTU-F
13. WDAS-F	(B)	300/ 3.8	3.3	3.0	3.6	3.5	3.4	325/4258	3782/ 9.3	9.0	9.2	116	3.9	321	3892	WDAS-F
14. WCAU	(T)	269/ 3.4	3.5	3.2	3.4	4.1	3.4	307/6245	5244/12.8	12.2	13.7	68	3.1	255	3917	WCAU
15. WOGL-F	(O)	253/ 3.2	3.4	2.4	2.3	3.0	2.8	354/5977	4362/10.7	9.5	10.3	159	2.8	228	3916	WOGL-F
16. WSNI-F	(AC)	231/ 2.9	3.1	4.0	4.6	3.4	3.7	257/5244	4410/10.8	12.4	10.3	134	2.9	233	3522	WSNI-F
17. WFLN-F	(CL)	182/ 2.3	2.8	2.4	2.2	1.7	2.4	251/3962	3012/ 7.4	6.1	6.1	104	2.4	195	2652	WFLN-F
18. WIP	(N/T)	146/ 1.8	1.8	3.1	1.6	1.0	2.1	163/3824	3394/ 8.3	11.5	4.7	111	1.4	118	2376	WIP
19. WDAS	(B)	79/ 1.0	0.8	1.0	1.1	1.2	1.0	79/1516	1480/ 3.6	3.0	4.2	110	0.7	59	797	WDAS
20.																

12+ FM SHARE (METRO): 76.59% (5438 of 7100) (SPG 88: 74.87%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIOQ-F<	1 WMMR-F>	1 WMMR-F	1 WMMR-F>	1 WMMR-F	1 KYW	1 KYW >	1 WEAZ-F	1 WEAZ-F	1 WUSL-F>	1 KYW >>
2 WEGX-F	2 WUSL-F<	2 WUSL-F	2 WEAZ-F	2 WEAZ-F	2 WPEN	2 WMMR-F	2 WMMR-F	2 WMMR-F	2 WEGX-F	2 WWDB-F>>
3 WUSL-F>>	3 WYSP-F	3 WYSP-F<	3 WMGK-F<	3 WMGK-F<	3 WEAZ-F	3 WYSP-F	3 WPEN	3 WEGX-F<	3 WIOQ-F	3 WUSL-F>>
4	4 WEGX-F	4 WEGX-F	4 WUSL-F	4 WUSL-F	4 WWDB-F	WPEN	4 WMGK-F	4 WUSL-F	4 WCAU	4 WCAU >>
5	5 WIOQ-F	5 WEAZ-F	5 WYSP-F	5 WYSP-F	5 WKSZ-F<	5 WUSL-F<	WKSZ-F	5 WIOQ-F<	5 WDAS-F	5 WPEN
6	6 WDAS-F>	6 WMGK-F	6 WOGL-F	WKSZ-F	6 WXTU-F	6 WEGX-F	6 WEGX-F	6 WPEN	6 WWDB-F	6 WDAS-F
7	7 WMGK-F	7 WDAS-F	7 WEGX-F<	7 KYW <	WCAU	7 WMGK-F	7 WUSL-F	KYW <	WMMR-F<	7 WMMR-F
8	8 WEAZ-F	8 WIOQ-F	8 WKSZ-F<	8 WOGL-F<	8 WMGK-F	8 WEAZ-F	8 KYW	8 WWDB-F	8 KYW	8 WEAZ-F
9	9	9 WOGL-F	9 KYW	9 WEGX-F	9	9 WKSZ-F	9 WXTU-F	9 WKSZ-F	9 WPEN <	9 WEGX-F
10	10	10 WKSZ-F	10 WDAS-F	10 WXTU-F	10	10 WXTU-F	10 WWDB-F	10 WXTU-F	10 WEAZ-F	10 WXTU-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WEGX-F<	1 WUSL-F<	1 WMMR-F	1 WUSL-F	1 WEAZ-F	1 WMMR-F	1 WMMR-F>	1 WMMR-F>	1 WMMR-F>	1 WMMR-F>
2 WUSL-F<	2 WMMR-F<	2 WUSL-F	2 WEGX-F	2 WMGK-F	2 WUSL-F	2 WYSP-F>	2 WYSP-F>>	2 WYSP-F	2 WYSP-F>
3 WIOQ-F>	3 WEGX-F	3 WEGX-F	WEAZ-F	3 WUSL-F<	3 WYSP-F	3 WUSL-F	3 WUSL-F>	3 WUSL-F	3 WOGL-F
4 WDAS-F	4 WIOQ-F	4 WMGK-F	4 WMGK-F	4 WKSZ-F	4 WEGX-F>	4 WEGX-F	4 WEGX-F	4 WEGX-F	WEAZ-F
5 WMMR-F>	5 WDAS-F	5 WEAZ-F<	5 WMMR-F	5 WMMR-F	5 WIOQ-F>	5 WIOQ-F	5 WDAS-F	5 WOGL-F<	5 WUSL-F
6 WYSP-F	6 WYSP-F	6 WYSP-F<	6 WDAS-F	6 WSNI-F<	6 WDAS-F	6 WDAS-F	6 WMGK-F<	6 WEAZ-F	6 KYW <
7	7 WMGK-F<	7 WIOQ-F<	7 WIOQ-F	7 WEGX-F	7	7 WMGK-F	7 WOGL-F	7 WMGK-F	7 WMGK-F
8	8 WEAZ-F	8 WDAS-F<	8 WSNI-F	KYW	8	8	8	8 WDAS-F<	WKSZ-F
9	9 WSNI-F	9 WKSZ-F<	WKSZ-F	9 WXTU-F<	9	9	9	9 WIOQ-F	9 WEGX-F
10	WKSZ-F	10 WSNI-F	10 WYSP-F	10 WDAS-F	10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		964 (4)	964 (4)	13.6	8.0
AOR/CLASSIC		907 (2)	907 (2)	12.8	14.0
AC/OLDIES/SOFT ROCK	41 (1)	1278 (6)	1319 (7)	18.6	22.0
MOR/VARIETY					
COUNTRY		320 (1)	320 (1)	4.5	4.7
BLACK/URBAN	79 (1)	848 (2)	927 (3)	13.1	14.2
BEAUTIFUL/EASY	34 (1)	562 (2)	596 (3)	8.4	7.5
NEWS/TALK	978 (3)	353 (1)	1331 (4)	18.7	18.1
NOSTALGIA	464 (1)		464 (1)	6.5	8.0
RELIGION/GOSPEL	66 (2)	24 (1)	90 (3)	1.3	1.3
SPANISH					
CLASSICAL		182 (1)	182 (1)	2.6	1.9
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	1662 (9)	5438 (20)	7100 (29)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEAZ	560	Philadelphia	0.4/1.7
WHAT	1340	Philadelphia	0.6/1.5
WPGR	1540	Philadelphia	0.5/0.8
WZZD	990	Philadelphia	0.3/1.6
WBYO-F	107.5	Boyertown	0.3/0.6
WFMZ-F	100.7	Allentown	0.5/1.4
WJBR-F	99.5	Wilmington	0.6/2.4
WKXW-F	101.5	Trenton	0.3/1.2
WPST-F	97.5	Trenton/Phily	0.8/3.1
WSTW-F	93.7	Wilmington	0.4/2.4

AM STATIONS

KYW ,	1060,	50 KW (DA-1)	, NEWS	NBC, APR, $ 290.00 (Group W)	Westinghouse	Roy Shapiro
WCAU,	1210,	50 KW	, TALK	CBS, $ 150.00 (CBS)	CBS	Chris Witting
WDAS,	1480,	5 KW/1 KW (DA-2)	, BLACK	NBN, $ 45.00 (Banner)		Kernie Anderson
WEAZ,	560,	5 KW (DA-2)	, OLDIES	, $ 40.00 (Mc-Guild)		Jim DeCaro
WHAT,	1340,	1 KW	, GOSPEL	SBN, $ 47.00 (Roslin)		---
WIP ,	610,	5 KW (DA-1)	, SPORTS	ABC E, MBS, $ 80.00 (Katz)		Art Camiola
WPEN,	950,	5 KW (DA-N)	, NOSTALGIA	CNN, $ 150.00 (MMR)	Greater Media	Larry Wexler
WPGR,	1540,	50 KW (DAYS, DA)	, OLDIES	US 1, $ 40.00 (Durpetti)	Pyramid	Bill Cusack
WZZD,	990,	50 KW/10 KW(DA-2)	, RELIGION	, $ 30.00 (---)	Communicom	Jennifer Lear

FM STATIONS

WDAS,	105.3,	3 KW @ 800	, BLACK	, $ 90.00 (Banner)		Kernie Anderson
WEAZ,	101.1,	14 KW @ 900	, EZ	, $ 190.00 (Mc-Guild)		Jim DeCaro
WEGX,	106.1,	23 KW @ 740	, CHR	ABC C, $ 170.00 (Eastman)	Malrite LP	David Noll
WFLN,	95.7,	50 KW @ 490	, CLASSICAL	, $ 95.00 (CMBS)	Marlin	Richard Tedesco
WIOQ,	102.1,	30 KW @ 650	, CHR/URBAN	, $ 120.00 (HNWH)	EZ	Mike Marder
WKSZ,	100.3,	35 KW @ 600	, SOFT AC	, $ 160.00 (Katz)		Rick Marston
WMGK,	102.9,	9 KW @ 1140	, AC	, $ 200.00 (MMR)	Greater Media	Larry Wexler
WMMR,	93.3,	25 KW @ 670	, AOR	SOURCE, $ 320.00 (Katz)	Legacy	Michael Craven
WOGL,	98.1,	12 KW @ 1000	, OLDIES	CBS, $ 145.00 (CBS)	CBS	Stephen Carver
WSNI,	104.5,	13 KW @ 873	, AC	US 1, $ 167.00 (Durpetti)	Pyramid	Bill Cusack
WUSL,	98.9,	18 KW @ 830	, BLACK/URBAN	ABC F, $ 190.00 (Mc-Guild)	Tak	Bruce Holberg
WWDB,	96.5,	17 KW @ 829	, TALK	ABC I, $ 100.00 (Republic)	Panache	Charles Schwartz
WXTU,	92.5,	15 KW @ 900	, COUNTRY	MBS, $ 145.00 (Republic)	Beasley	Jeff Laird
WYSP,	94.1,	16 KW @ 900	, CLASSIC AOR	APR, $ 166.00 (Torbet)	Infinity	Ken Stevens

CALL LETTER CHANGES

WFIL changes to WEAZ (June)

FORMAT CHANGES

WIOQ changes from OLDIES to CHR/URBAN.

STATION SALES

WHAT sold for $1,650,000 (Chapman)...WFIL sold to Douglas for $6,500,000 (Crisler & Americom).

PHOENIX

Arbitron Rank/Pop (12+): 23/1,683,300

MSA Rank/Pop: 20/2,023,100
ADI # 21
Average Person Ratings: 19.4
Market TSL: 22.25 hours

Stations: 29/29
Diaries: 1449/1162:1/53.8%
Sample Target: 1460
% Below Line: 0.0
% Not Listed: 66.7

1988 Revenue: $68,500,000
HH Inc.: $32,627
Retail $: 14.4 Bil
Pop per Station: 58,044
#1 Biller: KNIX-AF $11,600,000

12+ METRO		1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KNIX-AF	(C)	349/12.2	12.3	14.0	11.6	13.0	12.5	429/4561	3707/22.0	25.0	24.3	117	12.8	353	3511	KNIX-AF
2. KZZP-AF	(CHR)	225/ 9.0	8.8	9.1	10.3	9.5	9.3	276/4200	3879/22.9	24.9	23.8	67	15.6	466	4645	KZZP-AF
3. KTAR	(N/T)	225/ 7.9	7.7	8.3	10.3	10.5	8.6	234/3375	3145/18.7	20.9	21.1	71	6.5	200	2878	KTAR
4. KUPD-F	(AOR)	219/ 7.7	6.5	7.1	7.3	7.0	7.2	233/2749	2574/15.3	14.1	15.3	79	9.9	302	2860	KUPD-F
5. KMEO-AF	(EZ)	190/ 6.6	9.0	9.7	9.8	9.5	8.8	203/2641	2467/14.7	16.3	18.0	56	5.5	163	2308	KMEO-AF
6. KKLT-F	(AC)	156/ 5.5	5.2	6.1	4.6	4.4	5.3	166/2593	2403/14.3	14.7	12.6	133	2.7	83	2344	KKLT-F
7. KSLX-AF	(AOR)	129/ 4.5	4.4	3.2	4.2	4.5	4.1	131/2015	1921/11.4	9.7	10.7	153	5.8	178	1470	KSLX-AF
8. KOY -F	(CHR)	126/ 4.4	4.4	4.8	4.1	3.8	4.4	137/3045	2659/15.8	14.8	13.3	73	5.3	162	2541	KOY -F
9. KDKB-F	(AOR)	96/ 3.4	3.7	3.0	3.9	4.3	3.5	103/2244	2016/12.0	11.0	12.6	124	5.0	152	2013	KDKB-F
10. KFYI	(N/T)	95/ 3.3	2.6	3.3	4.1	4.3	3.3	96/1252	1200/ 7.1	7.4	9.9	79	2.5	77	827	KFYI
11. KMLE-F	(C)	94/ 3.3	2.5	0.7	0.4	0.4	1.7	99/1259	1185/ 7.0	3.1	2.3	155	2.3	69	935	KMLE-F
12. KESZ-F	(AC)	85/ 3.0	3.4	3.4	2.0	2.6	3.0	95/1460	1362/ 8.1	8.2	7.6	143	1.6	48	1321	KESZ-F
13. KOY	(BB)	84/ 3.0	2.4	1.0	1.2	1.5	1.9	93/1465	1357/ 8.1	4.3	5.2	53	3.1	95	1086	KOY
KOOL-F	(O)	84/ 3.0	2.3	4.6	2.8	4.1	3.2	91/1819	1733/10.3	11.5	10.2	163	2.8	57	848	KOOL-F
15. KAMJ-F	(AC)	76/ 2.7	2.2	2.8	3.2	3.2	2.7	89/1407	1307/ 7.8	7.8	9.6	111	1.4	42	553	KAMJ-F
16. KKFR-F	(CHR)	73/ 2.6	2.9	2.9	3.3	2.8	2.9	86/2093	1862/11.1	11.8	10.8	62	3.2	98	1684	KKFR-F
17. KOOL	(O)	62/ 2.2	2.0	2.6	1.7	2.4	2.1	66/999	956/ 5.7	6.2	3.8	155	1.9	57	848	KOOL
18. KLFF	(BB)	59/ 2.1	1.5	2.0	1.7	1.7	1.8	59/721	721/ 4.3	4.1	3.4	14	2.1	63	547	KLFF
19. KVVA	(SP)	42/ 1.5	1.8	1.2	1.0	----	1.4	44/421	392/ 2.3	2.3	0.0	140	1.4	42	436	KVVA
20. KONC-F	(CL)	33/ 1.2	1.5	0.9	0.8	0.9	1.1	33/450	442/ 2.6	3.1	2.0	75	1.0	30	410	KONC-F
21. KUKQ	(?)	32/ 1.1	----	0.5	0.3	----	0.5	32/329	322/ 1.9	1.4	0.0	64				KUKQ
22. KGRX-F	(J/NA)	29/ 1.0	1.6	1.0	1.4	1.1	1.3	31/565	497/ 3.0	3.0	2.8	170	1.3	40	521	KGRX-F
23.																
24.																
25.																

12+ FM SHARE (METRO): 73.19% (1933 of 2641) (SPG 88: 75.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZZP-AF>>	1 KUPD-F>	1 KUPD-F	1 KNIX-AF>	1 KNIX-AF>	1 KNIX-AF>	1 KNIX-AF	1 KNIX-AF>	1 KNIX-AF	1 KZZP-AF>	1 KTAR >>
2 KOY -F	2 KZZP-AF	2 KNIX-AF	2 KSLX-AF<	2 KKLT-F	2 KTAR	2 KTAR >	2 KTAR	2 KZZP-AF	2 KTAR <	2 KNIX-F>>
3 KKFR-F>	3 KSLX-AF	3 KZZP-AF	3 KKLT-F	3 KSLX-AF	3 KMEO-AF>>	3 KUPD-F<	3 KMEO-AF	3 KUPD-F	3 KNIX-AF	3 KZZP-F
4 KUPD-F	4 KDKB-F	4 KSLX-AF<	4 KUPD-F<	4 KUPD-F<	4 KKLT-F<	4 KZZP-AF>	4 KUPD-F	4 KKLT-F<	4 KUPD-F	4 KFYI
5	5 KOY -F	5 KKLT-F>	5 KZZP-AF	5 KZZP-AF	5 KOY	5 KMEO-AF	5 KKLT-F	5 KMEO-AF	5 KMEO-AF	5 KMLE-F<
6	KKLT-F	6 KDKB-F	6 KOOL-F<	6 KTAR	KFYI >	6 KSLX-AF	6 KZZP-AF	6 KTAR	6 KKLT-F<	6 KUPD-F
7	7 KNIX-AF>>	7 KTAR	7 KMLE-F>>	7 KMLE-F<	7 KZZP-AF	7 KKLT-F	7 KSLX-AF	7 KOY -F	7 KOY -F	7
				8 KOOL-F					8 KFYI	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KZZP-AF	1 KZZP-AF<	1 KKLT-F	1 KNIX-AF	1 KNIX-AF>	1 KUPD-F>>	1 KUPD-F>>	1 KSLX-AF<	1 KUPD-F>	1 KNIX-AF>
2 KUPD-F>	2 KUPD-F	2 KSLX-AF	2 KZZP-AF	2 KKLT-F>	2 KZZP-AF>	2 KSLX-AF	2 KUPD-F	2 KNIX-AF<	2 KSLX-AF
3 KOY -F	3 KKLT-F	KNIX-AF	3 KKLT-F	3 KZZP-AF	3 KOY -F	3 KDKB-F	3 KDKB-F>	3 KSLX-AF	3 KUPD-F
4 KNIX-AF	4 KNIX-AF	4 KUPD-F	4 KUPD-F	4 KMEO-AF	4 KDKB-F	4 KZZP-AF>	4 KOOL-F	4 KDKB-F<	4 KTAR
5 KESZ-F	5 KOY -F	5 KZZP-AF	5 KESZ-F	KESZ-F	5 KUKQ	5 KOY -F	5 KZZP-AF	5 KZZP-AF	5 KDKB-F<
6 KKLT-F	6 KSLX-AF	KESZ-F<	6 KOY -F<	6 KSLX-AF	6 KKFR-F	6 KOOL-F	6 KNIX-AF<	6 KTAR <	6 KOOL-F<
7 KSLX-AF>>	7 KESZ-F>>	7 KOY -F	7 KSLX-AF	7 KTAR	7 KSLX-AF>>	7	7 KMLE-F	7 KOOL-F	7 KMLE-F
			8 KMLE-F	KMLE-F			8 KKLT-F		

					SPG 88
FORMATS	AM	FM	TOTAL	%	%
TOP 40/CHR/CONTEMP		424 (3)	424 (3)	16.1	13.2
AOR/CLASSIC		444 (3)	444 (3)	16.8	17.8
AC/OLDIES/SOFT ROCK	62 (1)	401 (4)	463 (5)	17.5	22.3
MOR/VARIETY					1.6
COUNTRY	41 (1)	402 (2)	443 (3)	16.8	14.0
BLACK/URBAN					
BEAUTIFUL/EASY	7 (1)	183 (1)	190 (2)	7.2	10.3
NEWS/TALK	320 (2)		320 (2)	12.1	16.1
NOSTALGIA	143 (2)		143 (2)	5.4	1.8
RELIGION/GOSPEL	14 (1)		14 (1)	0.5	1.0
SPANISH	75 (3)	17 (1)	92 (4)	3.5	
CLASSICAL		33 (1)	33 (1)	1.2	0.9
JAZZ/NEW AGE		29 (1)	29 (1)	1.1	1.2
UNKNOWN/OTHERS	46 (2)		46 (2)	1.7	
	708 (13)	1933 (16)	2641 (29)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KFNN	1510	Mesa/Phoenix	0.5/0.8
KPHX	1480	Phoenix	0.6/1.3
KRDS	1190	Tolleson	0.5/1.7
KSUN	1400	Phoenix	0.5/1.3
KVVA-F	107.1	Apache Junction	0.6/1.0

AM STATIONS

KASA	1540	10 KW (DAYS,DA)	RELIGION		$ 14.00	(---)	Ostrander-Wilson	---
KFNN	1510	10 KW (DAYS)	??		$ 25.00	(---)		Bill Morse
KFYI	910	5 KW (DA-N)	NEWS/TALK	CBS	$ 60.00	(Republic)	Broadcast Group	Fred Weber
KLFF	1360	5 KW/1 KW (DA-N)	NOSTALGIA	ABC D	$ 33.00	(---)		James Hastings
KNIX	1580	50 KW (DA-1)	SIMULCAST WITH KNIX-F					
KOOL	960	5 KW (DA-N)	OLDIES		$ 43.00	(HNWH)	Adams	Jim Seemiller
KOY	550	5 KW/1 KW	NOSTALGIA	ABC E, TRNSTR	$ 28.00	(Christal)	Edens	Michael Horne
KPHX	1480	1 KW/500 W(DA-2)	HISPANIC	CRC	$ 28.00	(Caballero)		Joe Alvarado
KRDS	1190	5 KW/250 W(DA-2)	RELIGION		$ 16.00	(---)		Keith Passon
KSUN	1400	1 KW	HISPANIC		$ 25.00	(Caballero)		Gloria Cavazos
KTAR	620	5 KW (DA-N)	NEWS/TALK	ABC I	$ 170.00	(CBS)	Pulitzer	Jim Tasarck
KUKQ	1060	5 KW/500 W(DA-N)	??		$ 36.00	(Banner)		Lloyd Melton
KVVA	860	1 KW (DA-N)	HISPANIC		$ 35.00	(Lotus)		Pat Nugent
KXEG	1010	1 KW/250 W	RELIGION		$ 10.00	(---)	Mid America	George Spicer

FM STATIONS

KAMJ	101.5	100 KW @ 1740	SOFT AC		$ 78.00	(Banner)	EZ	Tony Perlongo
KDKB	93.3	100 KW @ 1480	AOR		$ ---	(Torbet)	Sandusky	Chuck Artique
KESZ	99.9	100 KW @ 1670	AC		$ 65.00	(Eastman)		Jerry Ryan
KGRX	100.3	90 KW @ 210	JAZZ/NAC	ABC C	$ 40.00	(Roslin)	First Cities (GLOBE)	Doug Tangeman
KKFR	92.3	100 KW @ 1646	CHR		$ 63.00	(Republic)	Broadcast Group	Fred Weber
KKLT	98.7	115 KW @ 1650	AC		$ 80.00	(CBS)	Pulitzer	Jim Taszarek
KMEO	96.9	100 KW @ 1556	BTFL/EZ		$ 103.00	(Group W)	Westinghouse	Rick Green
KMLE	107.9	100 KW @ 1000	COUNTRY		$ 60.00	(Durpetti)	Shamrock (CHANDLER)	J.D. Freeman
KNIX	102.5	100 KW @ 1610	COUNTRY		$ 200.00	(Katz)	Buck Owens	Michael Owens
KONC	106.3	3 KW @ 330	CLASSICAL	ABC D	$ 37.00	(---)	(SUN CITY)	Jim Hastings
KOOL	94.5	100 KW @ 1620	OLDIES		$ 109.00	(HNWH)	Adams	Jim Seemiller
KSLX	100.7	100 KW @ 1847	CLASSIC AOR		$ 85.00	(MMR)	Cook Inlet	Reid Reker
KOY	95.5	100 KW @ 1550	CHR		$ 77.00	(Christal)	Edens	Michael Horne
KUPD	97.9	100 KW @ 1620	AOR		$ 96.00	(Banner)		Lloyd Melton
KVVA	107.1	3 KW @ 330	HISPANIC		$ 35.00	(Lotus)	(APPACHE JUNCTION)	Pat Nugent
KZZP	104.7	100 KW @ 1550	CHR		$ 157.00	(Mc-Guild)	Nationwide	Dale Weber

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

KLFF, KONC-F (Glendale) sold for $2,300,000.

PITTSBURGH

Arbitron Rank/Pop (12+): 18/1,964,400
MSA Rank/Pop: 19/2,100,400
ADI # 16
Average Person Ratings: 18.9
Market TSL: 24.5 hours

Stations: 33/33
Diaries: 1906/1031:1/58.0%
Sample Target: 1760
% Below Line: 0.0
% Not Listed: 8.9

1988 Revenue: $48,000,000
HH Inc.: $31,461
Retail $: 13.0 Bil
Pop per Station: 59,527
#1 Biller: KDKA $9,000,000

12+ METRO		1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KDKA	(MOR)	521/14.1	12.3	13.4	16.9	15.4	14.2	650/8435	6623/33.7	31.2	33.6	74	13.7	480	5796	KDKA
2. WBZZ-F	(CHR)	365/ 9.9	8.7	8.4	10.4	10.3	9.3	464/6659	5134/26.1	24.1	27.0	111	10.6	372	5487	WBZZ-F
3. WSHH-F	(EZ)	350/ 9.4	11.1	8.2	7.7	7.4	9.1	423/4427	3614/18.4	16.2	14.7	57	7.2	254	2415	WSHH-F
4. WWSW-F	(O)	269/ 7.3	5.4	6.1	5.6	5.4	6.1	350/4505	3425/17.4	16.0	13.0	163	4.8	169	2420	WWSW-F
5. WDVE-F	(AOR)	264/ 7.1	7.6	8.0	6.4	5.4	7.3	379/5011	3387/17.2	18.9	16.6	103	10.8	381	4454	WDVE-F
6. WAMO-F	(B)	205/ 5.5	5.5	4.6	6.3	6.2	5.5	231/2593	2223/11.3	9.7	10.3	96	9.3	325	2905	WAMO-F
7. WLTJ-F	(AC)	174/ 4.7	6.1	4.9	4.8	3.0	5.1	210/2704	2231/11.4	10.7	8.5	145	3.2	114	1179	WLTJ-F
8. WMYG-F	(AOR)	162/ 4.4	5.2	3.6	5.5	6.4	4.7	179/2691	2223/11.3	10.7	14.4	136	6.2	217	2590	WMYG-F
9. WDSY-F	(C)	154/ 4.2	3.9	4.5	3.7	3.5	4.1	219/2399	1753/ 8.9	9.3	7.7	117	3.1	110	1585	WDSY-F
10. WTAE	(N/T)	145/ 3.9	3.8	5.0	3.6	4.0	4.1	149/2492	2384/12.1	16.5	11.2	87	3.9	136	1565	WTAE
11. WJAS	(BB)	116/ 3.1	2.8	4.2	2.9	3.8	3.3	120/1482	1422/ 7.2	7.9	7.9	45	2.9	101	1059	WJAS
12. KQV	(N)	98/ 2.6	2.0	2.2	1.9	2.9	2.2	99/1847	1819/ 9.3	8.1	8.2	50	1.9	68	1335	KQV
13. WHTX-F	(AC)	96/ 2.6	3.5	4.4	4.7	3.8	3.8	118/2314	2048/10.4	13.4	10.8	162	2.8	100	1930	WHTX-F
14. WMXP-F	(AC)	78/ 2.1	2.5	1.7	0.7	1.7	1.8	106/2054	1447/ 7.4	6.6	4.8	124	2.0	69	1376	WMXP-F
15. WNRJ-F	(CHR)	62/ 1.7	1.3	1.9	2.9	2.0	2.0	97/2185	1738/ 8.8	7.8	9.0	65				WNRJ-F

12+ FM SHARE (METRO): 68.25% (2304 of 3376) (SPG 88: 64.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBZZ-F>>	1 WDVE-F	1 WBZZ-F	1 WWSW-F	1 WWSW-F	1 KDKA >	1 KDKA >	1 WSHH-F	1 WBZZ-F	1 KDKA >>	1 KDKA >>
2 WAMO-F	2 WBZZ-F>	2 WDVE-F<	2 WBZZ-F>	2 WBZZ-F	2 WSHH-F>	2 WBZZ-F	2 WWSW-F	2 WSHH-F	2 WBZZ-F	2 WMBS
3 WDVE-F	3 WMYG-F	3 WWSW-F>	3 WDVE-F	3 KDKA >	3 WWSW-F	3 WSHH-F	3 WBZZ-F	KDKA	3 WAMO-F	3 WSHH-F
4 WNRJ-F>>	4 WAMO-F	4 WAMO-F<	4 WLTJ-F	4 WDVE-F	4 WTAE	4 WDVE-F<	4 WDVE-F	4 WWSW-F	4 WDVE-F	4 WAMO-F
5	5 WWSW-F	5 WMYG-F	KDKA	5 WLTJ-F	5 WJAS	5 WWSW-F	KDKA >	5 WDVE-F>	5 WSHH-F	5 WBZZ-F
6	6 WLTJ-F	6 WLTJ-F	6 WMYG-F	6 WMYG-F	WBZZ-F	6	6 WLTJ-F	6 WAMO-F	6 WMYG-F	6 WMYG-F>
7	7	7 KDKA	7 WAMO-F	7 WSHH-F<	7	7	7	7 WMYG-F<	7 WTAE	7 WDVE-F>
				8 WAMO-F				8 WLTJ-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WBZZ-F	1 WBZZ-F>	1 WBZZ-F>	1 WBZZ-F>	1 WBZZ-F
2 WAMO-F	2 WAMO-F	2 WWSW-F>	2 WWSW-F	2 WWSW-F
3 WDVE-F>	3 WDVE-F	3 WLTJ-F	3 WLTJ-F	3 KDKA
4 WLTJ-F	4 WLTJ-F	4 WAMO-F<	4 WAMO-F	4 WLTJ-F
5 WMXP-F	5 WWSW-F	5 WDVE-F>	5 KDKA <	5 WSHH-F
6 WMYG-F	6 WMYG-F<	6 WMYG-F	6 WDVE-F	6 WDSY-F
7	7 WMXP-F	WHTX-F	7	7 WAMO-F<
				8 WHTX-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDVE-F>>	1 WDVE-F>>	1 WDVE-F	1 WDVE-F>	1 WWSW-F<
2 WAMO-F<	2 WMYG-F>	2 WMYG-F>	2 WWSW-F	2 WDVE-F
3 WBZZ-F	3 WBZZ-F	3 WBZZ-F	3 WMYG-F	3 KDKA
4 WMYG-F>	4 WAMO-F	4 WWSW-F>	4 WBZZ-F	4 WMYG-F
5 WDSY-F	5 WWSW-F>	5 KDKA	5 WAMO-F	5 WBZZ-F>
6 WWSW-F	6 WDSY-F	6 WAMO-F	6 KDKA	6 WAMO-F
7 WNRJ-F>>	KDKA	7 WLTJ-F	7 WDSY-F	7

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		453 (4)	453 (4)	13.4	13.7
AOR/CLASSIC		426 (2)	426 (2)	12.6	14.8
AC/OLDIES/SOFT ROCK	35 (1)	650 (6)	685 (7)	20.3	16.7
MOR/VARIETY	618 (7)		618 (7)	18.3	19.8
COUNTRY	33 (2)	180 (3)	213 (5)	6.3	6.6
BLACK/URBAN	10 (1)	205 (1)	215 (2)	6.4	7.5
BEAUTIFUL/EASY		350 (1)	350 (1)	10.4	8.0
NEWS/TALK	243 (2)		243 (2)	7.2	7.5
NOSTALGIA	116 (1)		116 (1)	3.4	4.2
RELIGION/GOSPEL	17 (1)	40 (1)	57 (2)	1.7	1.2
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	1072 (15)	2304 (18)	3376 (33)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAMO	860	Pittsburgh	0.3/1.3
WBVP	1230	Beaver Falls	0.4/1.6
WCVI	1340	Connellsvl/Untn	0.4/1.1
WEDO	810	McKeesport	0.3/1.7
WEEP	1080	Pittsburgh	0.4/2.0
WELA-F	104.3	E Liverpl/Pitts	0.3/0.9
WESA	940	Charleroi	0.0/0.2
WESA-F	98.3	Charleroi	0.5/1.7
WIXZ	1360	McKeesprt/Pitt	0.5/1.6
WLSW-F	103.9	Scottsdale	0.4/1.2
WMBA	1460	Ambridge	0.3/0.5
WMBS	590	Uniontown	1.3/2.2
WPIT	730	Pittsburgh	0.5/1.4
WPIT-F	101.5	Pittsburgh	1.1/3.1
WPQR-F	99.3	Uniontown	0.4/0.8
WSSZ-F	107.1	Greensburg/Pitt	0.3/1.4
WWSW	970	Pittsburgh	0.9/3.4
WYTK-F	95.3	Washington	0.4/1.4

AM STATIONS

KDKA,	1020,	50 KW	, MOR	NBC, $ 180.00	(Group W)	Westinghouse	Rich Starr
KQV ,	1410,	5 KW (DA-2)	, NEWS	CBS, US 2, $ 40.00	(Roslin		Robert Dickey
WEEP,	1080,	50 KW (DAYS, DA)	, COUNTRY	US 2, $ N/A	(Republic)	Entercom	Peter Casella
WJAS,	1320,	5 KW (DA-N)	, NOSTALGIA	UPI, CNN, $ 44.00	(Eastman)	Renda	Bill Brant
WMBS,	590,	1 KW (DA-N)	, MOR	CBS, $ 14.00	(Regional)	(UNIONTOWN)	Simon Rider
WPIT,	730,	5 KW/24 W	, RELIGION	, $ N/A	(---)	Pyramid	Michael Komickah
WTAE,	1250,	5 KW (DA-N)	, NEWS/TALK	ABC E, US 2, $ 65.00	(Katz)	Hearst	Jim Carter
WWSW,	970,	5 KW (DA-2)	, OLDIES	ABC I, ABC D, $ N/A	(Mc-Guild)	Shamrock	Diane Sutter

FM STATIONS

WAMO,	105.9,	72 KW @ 420,	BLACK	SBN, $ 56.00	(HNWH)	Sheridan	Roger Fairfax
WBZZ,	93.7,	41 KW @ 547,	CHR	, $ 144.00	(Banner)	EZ	Tex Meyer
WDSY,	107.9,	50 KW @ 500,	COUNTRY	US 1, $ 59.00	(Republic)	Entercom	Peter Casella
WDVE,	102.5,	55 KW @ 820,	AOR	SOURCE, $ 104.00	(Christal)	Great American	Bob Roof
WHTX,	96.1,	50 KW @ 500,	AC	ABC E, $ 97.00	(Katz)	Hearst	Jim Carter
WLTJ,	92.9,	47 KW @ 890,	SOFT AC	, $ 53.00	(Durpetti)		Carroll Larkin
WMXP,	100.7,	20 KW @ 500,	AC	, $ 40.00	(HNWH)	Signature	Chris Wegmann
WMYG,	96.9,	45 KW @ 162,	CLASSIC AOR	, $ 60.00	(MMR)		Steve Cohen
WNRJ,	104.7,	50 KW @ 500,	CHR	ABC F, $ 40.00	(Roslin)		Bob Hank
WPIT,	98.5,	48 KW @ 510,	RELIGION	, $ N/A	(---)	Pyramid	Michael Komichak
WSHH,	99.7,	11 KW @ 930,	BTFL/EZ	UPI, $ 75.00	(Eastman)	Renda	Tony Rizza
WWSW,	94.5,	50 KW @ 800,	OLDIES	ABC D, $ 120.00	(Mc-Guild)	Shamrock	Diane Sutter

CALL LETTER CHANGES

WYDD-F changes calls to WNRJ
(May)

FORMAT CHANGES

STATION SALES

FORMAT CODES

CHR	- Contemporart Hit Radio, Top 40, Contemporary	T	- Talk
AC	- Adult Contemporary	N	- News
O	- Oldies (1955 to near 1988)	SP	- Hispanic/Spanish
B	- Black (audience predominantly Black - over 75%)	BB	- Big Band, Nostalgia
U	- Urban (majority of audience is non-white although a large segment is white)	M	- Middle of Road (MOR), Full Service, Variety
EZ	- EZ listening, Beautiful Music	J/NA	- Jazz and New Age
AOR	- Album Oriented Rock, also includes Classic Rock	R	- Religion, Christian, Christian Music
CL	- Classical	G	- Gospel
C	- Country	E	- Ethnic
		?	- Others or Unknown

PORTLAND, ME

Arbitron Rank/Pop (12+): 158/195,100
MSA Rank/Pop: 183/232,700
ADI # 71
Average Person Ratings: 17.0
Market TSL: 22.75 hours

Stations: 21/18
Diaries: 584/334:1/48.8%
Sample Target: 550
% Below Line: 2.1
% Not Listed: 17.5

1988 Revenue: $12,200,000
HH Inc.: $33,147
Retail $: 3.0 Bil
Pop per Station: 10,838
#1 Biller: WPOR-AF $2,500,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WPOR-AF (C)	55/16.6	14.7	14.5	15.8	15.2	----	106/1145	485/23.2	21.2	22.9	103	12.6	56	745	WPOR-AF
2. WMGX-F (O)	35/10.5	5.3	8.9	10.9	6.4	----	52/746	418/21.4	18.8	16.6	130	8.0	37	517	WMGX-F
3. WBLM-F (AOR)	33/ 9.9	14.3	16.8	11.2	12.1	----	77/1113	450/23.1	26.3	21.2	98	18.7	86	875	WBLM-F
4. WYNZ (BB)	21/ 6.3	6.7	8.9	9.1	8.4	----	36/404	244/12.5	13.8	12.9	37	2.0	9	183	WYNZ
WTHT-F (CHR)	21/ 6.3	5.3	5.9	11.9	11.8	----	70/1039	391/20.0	16.4	21.3	90	7.2	33	447	WTHT-F
6. WWGT-F (CHR)	18/ 5.4	6.0	6.6	1.1	2.7	----	27/620	346/17.7	14.1	9.7	74	5.7	26	362	WWGT-F
WHOM-F (EZ)	18/ 5.4	5.0	3.3	5.6	7.1	----	73/843	210/10.8	6.8	11.6	63	3.5	16	184	WHOM-F
8. WKZS-F (AC)	13/ 3.9	5.7	5.9	4.6	5.1	----	37/779	251/12.9	15.4	11.1	146	8.0	37	454	WKZS-F
9. WGAN (MOR)	12/ 3.6	5.3	4.9	4.6	3.4	----	15/350	252/12.9	15.5	14.4	94	3.5	16	275	WGAN
10. WYNZ-F (O)	11/ 3.3	4.7	5.3	3.5	5.7	----	11/258	229/11.7	12.1	13.7	173	2.0	9	276	WYNZ-F
11. WXGL-F (O)	6/ 1.8	1.0	1.6	1.8	0.7	----	28/444	117/ 6.0	5.0	3.4	128	4.8	22	203	WXGL-F
WIGY-F (CHR)	6/ 1.8	2.0	1.6	2.8	2.7	----	28/585	168/ 8.6	8.6	11.6	61	2.6	12	402	WIGY-F
WCLZ-F (AC)	6/ 1.8	3.0	1.6	1.4	2.4	----	11/295	154/ 7.9	9.0	4.7	189	2.4	11	180	WCLZ-F
14.															
15.															

12+ FM SHARE (METRO): 83.58% (229 of 274) (SPG 88: 80.73%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WWGT-F	1 WBLM-F<	1 WMGX-F<	1 WMGX-F	1 WPOR-AF	1 WPOR-AF>>	1 WPOR-AF>>	1 WPOR-AF>	1 WPOR-AF	1 WBLM-F>	1 WGAN
2 WTHT-F>>	2 WMGX-F>>	2 WBLM-F	2 WPOR-AF	2 WMGX-F>	2 WYNZ	2 WMGX-F>	2 WMGX-F	2 WBLM-F	2 WWGT-F	2 WBLM-F>
3 WBLM-F	3 WPOR-AF	3 WPOR-AF>	3 WBLM-F	3 WBLM-F	3 WHOM-F>	3 WBLM-F	3 WBLM-F	3 WMGX-F>	3 WMGX-F	3 WBZ
4	WTHT-F>	4 WTHT-F	4	4	4 WGAN	4 WYNZ	4 WYNZ	4 WWGT-F	4 WGAN	WPOR-F
5	5 WWGT-F	5	5	5	5	5	WHOM-F<	5 WTHT-F	5 WPOR-AF	WMGX-F
6	6	6	6	6	6	6	6 WTHT-F	6 WHOM-F	6 WYNZ	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WMGX-F>>	1 WMGX-F>	1 WMGX-F	1 WMGX-F>	1 WPOR-AF	1 WBLM-F>>	1 WBLM-F>	1 WMGX-F	1 WBLM-F	1 WPOR-AF>
2 WTHT-F	2 WBLM-F>	2 WBLM-F>>	2 WBLM-F	WMGX-F>	2 WMGX-F>	2 WMGX-F>	WBLM-F	2 WPOR-AF	2 WMGX-F>
WBLM-F>	3 WTHT-F	3 WWGT-F	3 WPOR-AF	3 WBLM-F	3 WXGL-F>>	3 WPOR-AF>	3 WPOR-AF>	3 WMGX-F>>	3 WBLM-F>>
4 WWGT-F>	4 WWGT-F>	WTHT-F	4 WTHT-F	4 WYNZ-F	4	4 WTHT-F	4 WCLZ-F	4	4
5 WPOR-AF>>	5 WPOR-AF	5	5 WWGT-F	WKZS-F	5	WCLZ-F	5 WTHT-F>>	5	5
6	6	6	WKZS-F	6 WTHT-F	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP	2 (1)	45 (3)	47 (4)	17.2	15.6
AOR/CLASSIC		34 (2)	34 (2)	12.4	18.9
AC/OLDIES/SOFT ROCK		71 (5)	71 (5)	25.9	24.4
MOR/VARIETY	16 (2)		16 (2)	5.8	7.6
COUNTRY	2 (1)	53 (1)	55 (2)	20.1	16.0
BLACK/URBAN					
BEAUTIFUL/EASY		18 (1)	18 (1)	6.6	4.4
NEWS/TALK	2 (1)		2 (1)	0.7	
NOSTALGIA	21 (1)		21 (1)	7.7	9.8
RELIGION/GOSPEL	2 (1)		2 (1)	0.7	
SPANISH					
CLASSICAL		5 (1)	5 (1)	1.8	0.7
JAZZ/NEW AGE					
UNKNOWN/OTHERS		3 (1)	3 (1)	1.1	2.5
	45 (7)	229 (14)	274 (21)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCLZ	900	Brunswick	
WLOB	1310	Portland	0.6/2.2
WPKM-F	106.3	Scarborough/Ptl	1.5/6.9
WWGT	1440	Westbrook/Prtld	0.6/2.6
WZPK-F	103.7	Berlin	0.9/3.7
WBZ	1030	Boston	1.2/4.5
WRKO	680	Boston	0.6/2.4
WTOS-F	105.1	Skowhegan	0.3/3.6

RADIO STATIONS

WGAN, 560, 5 KW (DA-1) , MOR	NBC, $	18.00 (Katz)	Sunshine	Jon Van Hoogenst;
WYNZ, 970, 5 KW (DA-N) , NOSTALGIA	CBS, $	19.00 (Eastman)	Buckley	Mike Schaefer
WBLM-F, 107.5, 35 KW @ 610, AOR	, $	44.00 (Mc-Guild)	Fuller-Jeffrey (LEWISTON)	Eve Rubins
WXLZ-F, 98.9, 50 KW @ 400, AC	, $	20.00 (Christal)	(BRUNSWICK)	John Longo
WHOM-F, 94.9, 48 KW @ 3760, BTFL/EZ	, $	50.00 (Republic)	Barnstable (MT WASHINGTON)	Kelly Lloyd
WIGY-F, 105.9, 50 KW @ 500, CHR	ABC F, $	17.00 (Durpetti)	(BATH)	John Williams
WKZS-F, 99.9, 30 KW @ 650, SOFT AC	, $	32.00 (HNWH)	(AUBURN)	Ron Frizzell
WMGX-F, 93.1, 50 KW @ 500, OLDIES	, $	35.00 (Katz)	Sunshine	Jon Van Hoogenst;
WPKM-F, 106.3, 3 KW @ 300, CLASSICAL	, $	20.00 (CMBS)		Charles McCreery
WPOR-F, 101.9, 50 KW @ 492, COUNTRY	ABC E, $	57.00 (Mc-Guild)		Bob Gold
WTHT-F, 102.9, 100 KW @ 1470, CHR	, $	31.00 (Banner)	Taylor	David Fitts
WWGT-F, 97.9, 16 KW @ 900, CHR	, $	25.00 (Christal)	Porter	Tom Talbott
WXGL-F, 93.9, 28 KW @ 640, OLDIES	, $	16.00 (Torbet)	(LEWISTON)	Dave Dean
WYNZ-F, 100.9, 3 KW @ 225, OLDIES	, $	24.00 (Eastman)	Buckley	Mike Schaefer

MISCELLANEOUS COMMENTS: KYTE-F changes calls to KKCY-F (Jan.)...KKCY changes from CLASSICAL to JAZZ/NAC (Jan.)...WTHT sold by Taylor to Fuller-Jeffrey for $4,500,000.

PORTLAND, OR

Arbitron Rank/Pop (12+): 25/1,334,200
MSA Rank/Pop: 42/1,174,100
ADI # 26
Average Person Ratings: 15.7
Market TSL: 21.25 hours

Stations: 26/25
Diaries: 1527/874:1/53.4%
Sample Target: 1420
% Below Line: 0.6
% Not Listed: 11.3

1988 Revenue: $43,800,000
HH Inc.: $32,454
Retail $: 10.0 Bil
Pop per Station: 53,368
#1 Biller: KINK-F $5,800,000

12+ METRO		1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KKRZ-F	(CHR)	187/ 8.9	8.5	8.2	9.3	9.1	8.7	194/3170	2959/22.2	20.7	20.9	56	11.0	345	2883	KKRZ-F
2. KKCW-F	(AC)	180/ 8.6	9.5	6.6	6.0	7.2	7.7	185/2663	2517/18.9	16.3	14.8	131	9.2	206	2137	KKCW-F
3. KEX	(MOR)	157/ 7.5	4.7	5.5	5.7	6.3	5.8	159/2230	2094/15.7	12.6	13.2	107	4.4	98	1470	KEX
4. KINK-F	(AOR)	143/ 6.8	6.4	7.1	7.2	6.5	6.9	149/2172	2034/15.2	14.2	13.1	156	5.0	111	1781	KINK-F
5. KUPL-F	(C)	137/ 6.5	6.5	5.2	8.1	5.7	6.6	167/1763	1380/10.3	11.2	10.6	111	7.6	169	1768	KUPL-F
6. KXL	(N/T)	133/ 6.3	6.5	6.2	7.3	6.9	6.6	151/2226	1916/14.4	15.9	13.2	60	5.2	116	1297	KXL
KGON-F	(AOR)	133/ 6.3	6.0	4.6	5.0	5.0	5.5	143/1852	1614/12.1	23.1	30.1	100	9.9	221	1856	KGON-F
8. KXYQ-F	(CHR)	130/ 6.2	6.2	7.3	8.0	5.6	6.9	182/2777	2046/15.3	17.0	13.3	61	10.3	231	2774	KXYQ-F
9. KXL -F	(EZ)	103/ 4.9	7.0	7.7	5.7	4.9	6.3	141/1800	1429/10.7	11.8	9.5	67	4.2	95	1090	KXL -F
10. KKSN-F	(O)	85/ 4.0	3.9	3.4	3.9	4.7	3.8	111/1475	1309/ 9.8	9.1	10.5	155	3.4	77	1238	KKSN-F
11. KMJK-F	(AOR)	79/ 3.8	3.5	4.3	5.2	5.2	4.2	93/1395	1204/ 9.0	10.1	10.8	134	6.0	134	1516	KMJK-F
12. KWJJ-F	(C)	61/ 2.9	3.4	1.6	2.3	3.4	2.5	74/1239	944/ 7.1	5.1	7.6	117	2.8	62	826	KWJJ-F
13. KKSN	(BB)	51/ 2.4	1.6	0.3	0.7	0.9	1.3	52/783	756/ 5.7	2.4	2.8	42	1.6	36	602	KKSN
14. KGW	(AC)	43/ 2.0	2.7	2.1	1.8	3.1	2.2	49/1148	1029/ 7.7	10.3	12.1	125	1.4	31	817	KGW
15. KWJJ	(C)	41/ 2.0	1.2	0.9	0.9	1.9	1.3	51/782	661/ 5.0	3.7	5.6	65	1.7	37	533	KWJJ
16. KPDQ-F	(REL)	37/ 1.8	2.1	2.2	1.5	1.8	1.9	44/701	609/ 4.6	6.1	5.0	111	1.4	32	562	KPDQ-F
17. KKCY-F	(J/NA)	35/ 1.7	2.7	3.6	3.8	3.1	3.0	42/774	670/ 5.0	11.0	8.3	141	2.5	57	721	KKCY-F
18. KZRC	(AOR)	20/ 1.0	2.0	2.6	----	0.6	1.4	20/256	248/ 1.9	1.8	1.7	70	0.5	12	293	KZRC
KYTE	(CL)	20/ 1.0	1.1	3.4	3.7	4.1	2.3	20/437	406/ 3.0	7.2	6.5	90	1.1	24	451	KYTE
KKEY	(T)	20/ 1.0	0.8	----	1.0	0.6	0.7	20/286	286/ 2.1	0.0	1.9	60	0.4	9	119	KKEY

12+ FM SHARE (METRO): 70.98% (1323 of 1864) (SPG 88: 68.08%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKRZ-F>	1 KKRZ-F	1 KKCW-F	1 KKCW-F<	1 KKCW-F	1 KEX <	1 KEX	1 KKCW-F>	1 KKRZ-F	1 KKRZ-F	1 KXL >>
2 KXYQ-F>>	2 KGON-F<	2 KINK-F<	2 KINK-F>	2 KINK-F	2 KXL	2 KXL <	2 KINK-F	2 KKCW-F	2 KGON-F	2 KUPL-F
3 KGON-F>>	3 KKCW-F<	3 KKRZ-F	3 KEX <	3 KEX	3 KUPL-F	3 KKRZ-F	3 KUPL-F<	3 KGON-F	3 KXYQ-F	3 KKCW-F
4	4 KINK-F	4 KGON-F	4 KUPL-F<	4 KUPL-F	4 KXL -F	4 KKCW-F	4 KEX <	4 KEX <	4 KXL	4 KEX
5	5 KXYQ-F>	5 KXYQ-F	5 KGON-F	5 KGON-F<	5 KKCW-F	5 KINK-F	5 KKRZ-F<	5 KXYQ-F<	5 KKCW-F	5 KKRZ-F
6	6 KMJK-F	KUPL-F	6 KKSN-F	6 KKSN-F	6	6 KUPL-F	6 KGON-F	6 KINK-F	6 KEX <	6
7	7	7 KEX	7	7	7	7 KXYQ-F	7	7 KUPL-F	7 KUPL-F	7
									KINK-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KKRZ-F>>	1 KKRZ-F	1 KKCW-F	1 KKCW-F	1 KKCW-F>
2 KXYQ-F>>	2 KKCW-F	2 KINK-F>	2 KKRZ-F	2 KINK-F
3 KKCW-F	3 KINK-F	3 KKRZ-F>	3 KINK-F	3 KUPL-F
KINK-F>	4 KXYQ-F>>	4 KXYQ-F	4 KXYQ-F	KEX
5 KGON-F	5 KWJJ-F	5 KEX	5 KUPL-F	5 KKRZ-F
6 KWJJ-F	6	6 KWJJ-F	6 KEX	6 KKSN-F
7	7	7 KUPL-F	7 KKSN-F	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKRZ-F	1 KGON-F>	1 KGON-F>	1 KGON-F>	1 KINK-F<
2 KGON-F>	2 KKRZ-F	2 KINK-F	2 KINK-F	2 KGON-F
3 KXYQ-F	3 KMJK-F	3 KMJK-F>	3 KKCW-F	3 KKCW-F
4 KKCW-F>>	KINK-F<	4 KKCW-F	4 KMJK-F	4 KEX
5 KUPL-F	5 KKCW-F	5 KUPL-F	KKRZ-F	5 KMJK-F
KMJK-F	6 KXYQ-F	KKSN-F	6	6 KKSN-F<
7	7	KKRZ-F	7	7 KUPL-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		317 (2)	317 (2)	17.0	15.8
AOR/CLASSIC	20 (1)	355 (3)	375 (4)	20.1	18.0
AC/OLDIES/SOFT ROCK	51 (2)	265 (2)	316 (4)	17.0	18.4
MOR/VARIETY	157 (1)		157 (1)	8.4	7.8
COUNTRY	70 (3)	211 (3)	281 (6)	15.1	13.9
BLACK/URBAN	13 (1)		13 (1)	0.7	
BEAUTIFUL/EASY		103 (1)	103 (1)	5.5	5.3
NEWS/TALK	153 (2)		153 (2)	8.2	7.5
NOSTALGIA	51 (1)		51 (1)	2.7	5.3
RELIGION/GOSPEL	6 (1)	37 (1)	43 (2)	2.3	3.1
SPANISH					
CLASSICAL	20 (1)		20 (1)	1.1	3.4
JAZZ/NEW AGE		35 (1)	35 (1)	1.9	
UNKNOWN/OTHERS					1.6
	541 (13)	1323 (13)	1864 (26)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBMS	1480	Vancouver/Prtln	0.6/0.9
KPDQ	800	Portland	0.3/1.9
KSGO	1520	Oregon City	0.4/2.7
KUPL	1330	Portland	0.8/2.7
KYKN	1430	Keizer/Salem	0.6/1.2
KFAT-F	106.1	Corvallis	0.6/1.1

AM STATIONS

KEX	1190	50 KW (DA-1)	MOR	ABC I	$ 85.00 (Katz)	Great American	Clint Sly
KGW	620	5 KW (DA-N)	TALK	APR	$ 70.00 (MMR)	King	Kenn Brown
KKEY	1150	5 KW (DAYS, DA)	TALK	MBS	$ (---)		Florinda Weagant
KKSN	910	5 KW (DA-2)	NOSTALGIA	US 2	$ 30.00 (Eastman)	Heritage	John Rogers
KKUL	1410	5 KW (DAYS)	??		$ 22.00 (---)		Roger Morgan
KPDQ	800	1 KW (DAYS,DA)	RELIGION		$ 25.00 (---)		Jack Kandel
KSGO	1520	50 KW/10KW (DA-1)	OLDIES	CNN, TRNSTR	$ 30.00 (HNWH)	Ackerly	Dan Hern
KUPL	1330	5 KW (DA-1)	BASICALLY SIMULCASTED WITH KUPL-F				
KWJJ	1080	50 KW/10KW (DA-N)	COUNTRY	ABC E	$ 34.00 (Republic)	Park	---
KXL	750	50 KW/20KW (DA-1)	NEWS/TALK	NBC	$ 73.00 (Mc-Guild)	Alexander	Roy Watson
KYTE	970	5 KW (DA-N)	CLASSICAL		$ 35.00 (Christal)	Henry	Bob Scherner
KZRC	1010	5 KW/500W (DA-N)	AOR	SMN	$ 26.00 (Banner)		John Grant

FM STATIONS

KGON	92.3	100 KW @ 920	AOR		$ 92.00 (HNWH)	Ackerly	Dan Hern
KINK	101.9	100 KW @ 1611	AOR		$ 120.00 (MMR)	Kink	Paul Clithero
KKCW	103.3	100 KW @ 1654	AC		$ 99.00 (Durpetti)	Trumper	---
KKCY	101.1	100 KW @ 1635	JAZZ/NAC		$ 50.00 (Christal)	Henry	Bob Scherner
KKRZ	100.3	100 KW @ 1435	CHR	ABC F	$ 95.00 (Katz)	Great American	Carl Gardner
KKSN	97.1	100 KW @ 1266	OLDIES	US 2	$ 63.00 (Eastman)	Heritage	John Rogers
KMJK	106.7	94 KW @ 877	CLASSIC AOR	NBC, SOURCE	$ 56.00 (Christal)		Dave McDonald
KPDQ	93.7	100 KW @ 930	RELIGION		$ 24.00 (---)		Jack Kandel
KUPL	98.5	100 KW @ 1100	COUNTRY	APR	$ 70.00 (Banner)	Scripps-Howard	Ed Hardy
KWJJ	99.5	100 KW @ 920	COUNTRY	ABC E	$ 47.00 (Republic)	Park	---
KXL	95.5	100 KW @ 990	BTFL/EZ		$ 60.00 (Mc-Guild)	Alexander	Ray Watson
KXYQ	105.1	100 KW @ 1099	CHR	ABC C	$ 61.00 (Banner)	First Cities (SALEM)	Denice Swanson

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

PORTSMOUTH-DOVER-ROCHESTER,NH

Arbitron Rank/Pop (12+): 117/318,900

MSA Rank/Pop: 141/332,100
Boston ADI
Average Person Ratings: 18.3
Market TSL: 24.0 hours

Stations: 32/9
Diaries: 844/378:1/53.0%
Sample Target: 680
% Below Line: 29.0
% Not Listed: 14.9

1988 Revenue: $9,800,000
HH Inc.: $38,647
Retail $: 3.2 Bil
Pop per Station: 35,433
#1 Biller: WOKQ-F $3,200,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WOKQ-F (C)	53/ 9.1	11.3	12.7	12.9	13.0	----	73/914	674/21.1	24.1	22.9	107				WOKQ-F
2. WSSH-F (AC)	46/ 7.9	5.8	5.3	7.9	5.9	----	46/560	560/17.6	13.8	16.2	99				WSSH-F
3. WHEB-AF (AOR)	38/ 6.5	9.2	8.6	5.2	11.1	----	38/605	595/18.7	19.3	22.2	102				WHEB-AF
4. WERZ-F (CHR)	31/ 5.3	3.6	6.2	4.8	6.3	----	31/504	499/15.6	14.8	18.1	125				WERZ-F
5. WRKO (N/T)	27/ 4.6	4.0	4.5	4.2	4.0	----	28/393	325/10.2	9.1	8.7	83				WRKO
6. WBZ (MOR)	24/ 4.1	4.0	4.3	6.9	6.1	----	26/401	362/11.4	11.3	13.1	54				WBZ
7. WHOM-F (EZ)	22/ 3.8	4.0	2.9	4.0	2.9	----	33/412	263/ 8.2	9.1	7.7	82				WHOM-F
8. WCGY-F (AOR)	20/ 3.4	2.6	2.5	1.2	1.1	----	20/371	355/11.1	5.9	5.5	91				WCGY-F
9. WTSN (MOR)	19/ 3.3	2.6	2.7	4.8	4.2	----	19/307	307/ 9.6	10.2	9.6	76				WTSN
10. WKOS (C)	17/ 2.9	2.6	1.6	1.2	1.3	----	17/211	170/ 5.3	4.7	4.3	45				WKOS

12+ FM SHARE (METRO): 79.64% (395 of 496) (SPG 88: 83.26%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHOB-F>>	1 WHEB-AF>	1 WHEB-AF	1 WOKQ-F	1 WOKQ-F	1 WOKQ-F	1 WOKQ-F>	1 WSSH-F	1 WSSH-F	1 WHEB-AF	1 WTSN >
2 WZOU-F>	2 WERZ-F	2 WOKQ-F<	2 WHEB-AF	2 WSSH-F	2 WSSH-F>	2 WSSH-F	2 WOKQ-F	2 WOKQ-F>	2 WOKQ-F	2 WOKQ-F
3 WHEB-AF	3 WCGY-F	3 WERZ-F	3 WSSH-F	3 WHEB-AF<	3 WRKO <	3 WBZ	3 WHEB-AF	3 WRKO <	3 WHOB-F	3 WERZ-F
WKOS-F	4 WXKS-F	4 WSSH-F	WERZ-F	4 WERZ-F	4 WBZ	4 WERZ-F<	4 WRKO <	4 WHEB-AF	4 WSSH-F	4 WRKO
5	5	5 WCGY-F	5	5	5 WHOM-F	5 WHEB-AF	5 WHOM-F	WERZ-F	WERZ-F	WBZ

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXKS-F	1 WERZ-F	1 WERZ-F>	1 WOKQ-F	1 WOKQ-F	1 WHEB-AF>	1 WHEB-AF>	1 WHEB-AF>	1 WHEB-AF>	1 WSSH-F
2 WHEB-AF	2 WHEB-AF>	2 WHEB-AF>	WERZ-F	2 WERZ-F	2 WCGY-F	2 WCGY-F	2 WCGY-F	2 WCGY-F	WOKQ-F
3 WTHT-F	3 WXKS-F>	3 WLYT-F	3 WHEB-AF	3 WSSH-F>	3 WBCN-F	3 WBCN-F	3 WSSH-F	WBCN-F	3 WHEB-AF
WCGY-F	4 WCGY-F	WOKQ-F	4 WSSH-F	4 WHEB-AF	WERZ-F>	4 WERZ-F	WRKO	WOKQ-F	4 WRKO
5 WODS-F	WOKQ-F	5 WZID-F	5	5 WZID-F	5 WXKS-F	5	WBCN-F	5 WERZ-F	5
WHOB-F									
WERZ-F									

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		85 (5)	85 (5)	17.1	17.9
AOR/CLASSIC	1 (1)	97 (6)	98 (7)	19.8	24.4
AC/OLDIES/SOFT ROCK		112 (8)	112 (8)	22.6	18.8
MOR/VARIETY	43 (2)		43 (2)	8.7	8.1
COUNTRY	17 (1)	53 (1)	70 (2)	14.1	15.2
BLACK/URBAN					
BEAUTIFUL/EASY		38 (2)	38 (2)	7.7	6.6
NEWS/TALK	40 (4)		40 (4)	8.1	6.8
NOSTALGIA					
RELIGION/GOSPEL					
SPANISH					
CLASSICAL		3 (1)	3 (1)	0.6	0.5
JAZZ/NEW AGE					
UNKNOWN/OTHERS		7 (1)	7 (1)	1.4	1.8
	101 (8)	395 (24)	496 (32)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCDQ-F	92.1	Sanford	1.4/4.3
WCQL-F	95.3	York	1.2/3.4
WKOS-F	96.7	Rochester/Ports	2.6/7.6
WBCN-F	104.1	Boston	2.4/10.7
WCRB-F	102.5	Waltham/Boston	0.5/2.0
WEEI	590	Boston	0.9/5.5
WGIR	610	Manchester	0.5/1.9
WGIR-F	101.1	Manchester	1.9/11.1
WHDH	850	Boston	0.9/4.2
WHOB-F	106.3	Nashua	2.6/6.7
WLYT-F	92.5	Haverhill/Bstn	2.4/8.9
WMJX-F	106.7	Boston	0.9/2.5
WODS-F	103.3	Boston	2.7/9.2
WROR-F	98.5	Boston	1.7/5.6
WTHT-F	102.9	Portland	1.7/6.3
WVBF-F	105.7	Framingham/Bstn	0.7/3.1
WXKS-F	107.9	Medford/Boston	2.4/7.9
WXLO-F	104.5	Fitchburg	0.3/3.7
WZID-F	95.7	Manchester	2.7/8.7
WZLX-F	100.7	Boston	1.2/5.6
WZOU-F	94.5	Boston	2.6/10.1

RADIO STATIONS

WKOS, 930, 5 KW (DA-2) , COUNTRY	CBS, $ 16.00 (Christal)		Kathleen Allen
WTSN, 1270, 5 KW (DA-2) , MOR	ABC I, $ 21.00 (Torbet)		Jerome Lipman
WCDQ-F, 92.1, 1 KW @ 526, CLASSIC ROCK	IND, $ 15.00 (Roslin)	(SANFORD, ME)	David Crown
WERZ-F, 107.1, 2.5 KW @ 356, CHR	IND, $ 40.00 (Mc-Guild)	Precision	Al Perry
WHEB-F, 100.3, 32 KW @ 140, AOR	IND, $ 58.00 (Banner)	Knight	Richard Rozek
WKOS-F, 96.7, 3 KW @ 280, AC	IND, $ 22.00 (Christal)		Kathleen Allen
WOKQ-F, 97.5, 50 KW @ 350, COUNTRY	IND, $ 75.00 (Mc-Guild)	Fuller-Jeffrey	Martin Lessard
WLYT-F, 92.5, 25 KW @ 710, SOFT AC	IND, $ 38.00 (Eastman)	(HAVERHILL, MA)	Bill Gould

OTHER RANKED STATIONS -- See Manchester, Boston, or Portland

MISCELLANEOUS COMMENTS: WQMI-F changes calls to WCQL (March)...KYTE-A changes from NOSTALGIA to CLASSICAL (Jan.)... WQMI A/F (York,ME) sold to Sunshine Group for $1,000,000.

PROVIDENCE

Arbitron Rank/Pop (12+): 28/1,259,400

MSA Rank/Pop: 58/904,800
ADI # 43
Average Person Ratings: 19.5
Market TSL: 25.75 hours

Stations: 43/25
Diaries: 1453/867:1/49.8%
Sample Target: 1370
% Below Line: 10.9
% Not Listed: 9.1

1988 Revenue: $28,000,000
HH Inc.: $34,268
Retail $: 6.6 Bil
Pop per Station: 50,376
#1 Biller: WPRO-F $5,400,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WPRO-F (CHR)	315/12.8	11.3	12.8	14.3	16.8	12.8	319/4183	3934/31.2	31.0	36.4	104	16.2	370	4993	WPRO-F
2. WHJY-F (AOR)	240/ 9.8	9.1	8.4	8.2	7.9	8.6	263/2954	2436/19.3	19.8	18.6	94	12.1	277	2641	WHJY-F
3. WLKW-F (EZ)	236/ 9.5	9.5	8.9	8.0	12.4	9.0	241/2320	2121/16.8	17.4	19.6	56	6.7	153	1861	WLKW-F
4. WWLI-F (AC)	156/ 6.4	7.1	6.1	6.1	4.9	6.4	169/2109	1746/13.9	13.7	12.2	167	4.0	91	1020	WWLI-F
5. WHJJ (N/T)	129/ 5.3	7.6	5.3	6.9	6.3	6.3	129/1514	1506/12.0	13.9	12.3	58	5.6	129	1480	WHJJ
6. WPRO (T)	123/ 5.0	6.3	3.6	4.8	4.4	4.9	125/1977	1963/15.6	12.5	14.7	90	3.1	71	1538	WPRO
7. WWKX-F (B)	109/ 4.4	2.2	1.8	2.3	0.3	2.7	109/1119	1104/ 8.8	4.6	1.2	64	3.9	89	1220	WWKX-F
8. WSNE-F (AC)	106/ 4.3	6.1	6.1	4.0	5.4	5.1	111/1799	1636/13.0	14.8	15.5	149	4.0	92	1096	WSNE-F
9. WODS-F (AC)	95/ 3.9	2.6	2.3	4.0	2.7	3.2	127/1947	1244/ 9.9	7.1	7.7	192	3.0	68	1048	WODS-F
10. WBRU-F (AOR)	71/ 2.9	2.9	2.8	3.8	2.2	3.1	77/1296	1145/ 9.1	10.8	10.3	107	3.1	72	949	WBRU-F
11. WHIM (C)	53/ 2.2	2.2	2.6	1.9	2.2	2.2	53/570	561/ 4.5	4.1	3.5	64	2.3	53	430	WHIM
12. WMYS-F (AC)	51/ 2.1	2.4	3.0	1.7	1.7	2.3	72/1059	852/ 6.8	6.9	6.8	148	2.1	49	865	WMYS-F
13. WBSM (N/T)	50/ 2.0	1.8	2.0	2.5	0.7	2.1	51/432	413/ 3.3	3.3	2.1	30	0.3	8	302	WBSM
14. WWRX-F (AOR)	46/ 1.9	2.3	2.3	2.6	2.1	2.3	83/1449	822/ 6.5	7.0	7.6	121	2.4	55	900	WWRX-F
15.															

12+ FM SHARE (METRO): 75.57% (1686 of 2231) (SPG 88: 74.45%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPRO-F>>	1 WHJY-F	1 WPRO-F<	1 WPRO-F>	1 WPRO-F	1 WLKW-F>>	1 WPRO-F	1 WPRO-F<	1 WPRO-F>	1 WPRO-F	1 WHJY-F>>
2 WHJY-F	2 WPRO-F>	2 WHJY-F>	2 WWLI-F	2 WWLI-F	2 WWLI-F<	2 WHJY-F	2 WLKW-F<	2 WHJY-F	2 WHJY-F>	2 WPRO-F
3 WWKX-F>	3 WWKX-F>	3 WWLI-F	WHJY-F	3 WHJY-F	3 WHJJ	3 WLKW-F	3 WHJY-F	3 WLKW-F	3 WWKX-F	3 WHJJ >>
4 WBRU-F	4 WSNE-F	4 WSNE-F	4 WODS-F	4 WODS-F	4 WPRO	4 WPRO	4 WWLI-F>	4 WWLI-F	4 WPRO	4 WPRO <
5	5 WBRU-F	5 WWKX-F<	5 WSNE-F	5 WSNE-F	5 WPRO-F	5 WWLI-F	5 WHJJ <	5	WLKW-F<	5 WBZ
6	6 WWLI-F	6 WODS-F	6	6	6	6 WHJJ	6 WSNE-F	6	6 WHJJ	WLKW-F
										WALE

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WPRO-F>	1 WPRO-F>>	1 WPRO-F>	1 WPRO-F>	1 WPRO-F
2 WWKX-F>	2 WHJY-F	2 WWLI-F	2 WWLI-F	2 WWLI-F>
3 WHJY-F	3 WSNE-F	3 WHJY-F	3 WSNE-F	3 WSNE-F
4 WSNE-F	4 WWKX-F	4 WSNE-F>	4 WHJY-F	4 WLKW-F
5 WBRU-F	5 WWLI-F	5 WBRU-F	5 WWKX-F	5 WHJY-F
6	6 WBRU-F	6	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHJY-F>>	1 WHJY-F>>	1 WHJY-F	1 WHJY-F>>	1 WHJY-F
2 WWKX-F	2 WPRO-F>	2 WPRO-F>	2 WPRO-F	2 WODS-F<
3 WPRO-F>>	3 WWKX-F>	3 WODS-F	3 WODS-F	3 WPRO-F>
4	4 WODS-F	4 WWKX-F	4 WWKX-F	4 WWLI-F
5	5 WBRU-F	WBRU-F	5 WWLI-F	5
6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		400 (4)	400 (4)	17.9	20.9
AOR/CLASSIC		422 (7)	422 (7)	18.9	16.5
AC/OLDIES/SOFT ROCK		426 (6)	426 (6)	19.1	19.8
MOR/VARIETY	56 (4)		56 (4)	2.5	8.6
COUNTRY	53 (1)	12 (1)	65 (2)	2.9	3.7
BLACK/URBAN		109 (1)	109 (1)	4.9	
BEAUTIFUL/EASY		252 (2)	252 (2)	11.3	14.0
NEWS/TALK	367 (9)		367 (9)	16.5	10.4
NOSTALGIA	24 (1)	34 (1)	58 (2)	2.6	3.6
RELIGION/GOSPEL	12 (1)		12 (1)	0.5	
SPANISH					
CLASSICAL	22 (1)	11 (1)	33 (2)	1.5	1.2
JAZZ/NEW AGE		11 (1)	11 (1)	0.5	0.6
UNKNOWN/OTHERS	11 (1)	9 (1)	20 (2)	0.9	0.8
	545 (18)	1686 (25)	2231 (43)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WALE	1400	Fall River	0.8/2.2
WARA	1320	Attleboro	0.4/1.3
WARV	1590	Warwick	0.5/0.8
WEAN	990	Providence	1.0/1.8
WFHN-F	107.1	Fairhaven/NBdfd	1.2/3.0
WICE	550	Pawtucket/Prov	0.6/3.3
WNBH	1340	New Bedford	0.4/2.0
WNRI	1380	Woonsocket	0.4/1.2
WOTB-F	100.3	Middletown/Prov	0.4/1.7
WRCP	1290	Providence	0.4/0.8
WWAZ	790	Providence	0.9/2.9
WWON	1240	Woonsocket	0.4/1.0
WAAF-F	107.3	Worcester/Bstn	0.4/2.4
WBCN-F	104.1	Boston	0.4/1.9
WBOS-F	92.9	Brookline	0.4/2.0
WBZ	1030	Boston	0.9/3.6
WCAV-F	97.7	Brockton	0.5/0.9
WCBS	880	New York	0.3/1.2
WCRB-F	102.5	Waltham/Boston	0.4/2.0
WHDH	850	Boston	0.4/1.2
WJIB-F	96.9	Boston	0.7/2.2
WMJX-F	106.7	Boston	0.4/2.0
WPLM	1390	Plymouth/Boston	
WPLM-F	99.1	Plymouth/Boston	1.4/3.7
WQGN-F	105.5	Groton/New Lndn	0.4/1.0
WRKO	680	Boston	0.4/1.2
WROR-F	98.5	Boston	0.4/2.4
WXKS-F	107.9	Medford/Boston	0.9/3.6
WZLX-F	100.7	Boston	1.4/3.0
WZOU-F	94.5	Boston	1.3/5.4

RADIO STATIONS

WHIM, 1110, 5 KW (DAYS) , COUNTRY	CBS, $ 24.00 (Durpetti)		Joe Gallagher
WHJJ, 920, 5 KW (DA-N) , NEWS/TALK	ABC I, $ 51.00 (Katz)	Merv Griffin	---
WPRO, 630, 5 KW (DA-N) , TALK	ABC I, $ 75.00 (Banner)	Cap Cities/ABC	Mitch Dolan
WBRU-F, 95.5, 20 KW @ 440, AOR	APR, $ 42.00 (MMR)		Jay Burkholder
WHJY-F, 94.1, 50 KW @ 415, AOR	ABC R, $ 95.00 (Katz)	Merv Griffin	---
WLKW-F, 101.5, 50 KW @ 500, BTFL/EZ	, $ 74.00 (Christal)	Wilkes-Schwartz	Scott Bacherman
WMYS-F, 98.1, 47 KW @ 470, AC	, $ 26.00 (Torbet)	Hall (NEW BEDFORD)	Christine Lodge
WPRO-F, 92.3, 39 KW @ 550, CHR	ABC C, $107.00 (Banner)	Cap Cities/ABC	Mitch Dolan
WSNE-F, 93.3, 30 KW @ 590, AC	, $ 65.00 (Eastman)	Beck-Ross	Bill Campbell
WWKX-F, 106.3, 3 KW @ 196, BLACK	, $ 35.00 (Republic)		Miles Chandler
WWLI-F, 105.1, 50 KW @ 500, SOFT AC	, $ 72.00 (Mc-Guild)		Ira Rosenblatt
WWRX-F, 103.7, 50 KW @ 500, CLASSIC AOR	ABC R, $ 37.00 (Durpetti)		Phil Urso

WODS - See Boston; WBSM - See New Bedford

MISCELLANEOUS COMMENTS: WEAN sold for $1,050,000.

PUEBLO

Arbitron Rank/Pop (12+): 224/104,800	Stations: 18/8	1988 Revenue: $3,500,000
	Diaries: 570/184:1/53.9%	HH Inc.: $25,845
MSA Rank/Pop: 283/126,000	Sample Target: 550	Retail $: 0.7 Bil
ADI #100 (w/Colorado Springs)	% Below Line: 6.6	Pop per Station: 13,100
Average Person Ratings: 17.4	% Not Listed: 17.6	#1 Biller: KCCY-F $900,000
Market TSL: 23.25 hours		

12+ METRO		1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KCCY-F	(C)	26/14.3	----	16.4	----	12.3	----	37/476	342/32.6	26.2	23.4	113				KCCY-F
2. KRDO-F	(EZ)	18/ 9.9	----	13.8	----	9.9	----	63/765	175/16.7	18.7	13.5	102				KRDO-F
KCSJ	(N/T)	18/ 9.9	----	9.2	----	10.5	----	21/224	185/17.7	19.4	19.4	40				KCSJ
4. KRYT-F	(O)	17/ 9.3	----	----	----	----	----	43/398	233/22.2	0.0	0.0	152				KRYT-F
5. KIKX-F	(CHR)	12/ 6.6	----	3.3	----	3.7	----	59/934	142/13.5	13.1	12.3	30				KIKX-F
6. KKFM-F	(AOR)	10/ 5.5	----	2.6	----	1.9	----	60/734	138/13.2	8.2	7.4	184				KKFM-F
7. KILO-F	(AOR)	9/ 4.9	----	8.6	----	10.5	----	48/813	165/15.7	21.5	17.6	82				KILO-F
KATM-F	(CHR)	9/ 4.9	----	5.3	----	0.6	----	62/875	149/14.2	16.1	7.8	41				KATM-F
9. KKMG-F	(CHR)	8/ 4.4	----	9.9	----	13.0	----	56/690	158/15.1	19.0	19.7	68				KKMG-F
10. KDZA	(O)	6/ 3.3	----	5.3	----	9.9	----	8/177	143/13.6	17.5	21.9	185				KDZA

12+ FM SHARE (METRO): 79.33% (119 of 150) (SPG 88: 70.80%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KIKX-F	1 KCCY-F	1 KCCY-F	1 KRYT-F	1 KCCY-F	1 KCSJ	1 KCCY-F	1 KCCY-F	1 KCCY-F>	1 KIKX-F	1 KCSJ >>
KATM-F>	2 KKFM-F	2 KRYT-F>	2 KCCY-F	2 KRYT-F>	KCCY-F	2 KCSJ >	2 KRDO-F>	2 KRYT-F	2 KILO-F	2 KRDO-F
3 KKMG-F>>	KILO-F	3 KKFM-F	3 KKFM-F	3 KRDO-F	3 KRDO-F>	3 KRDO-F>	3 KRYT-F	3 KRDO-F>	3 KRDO-F	KCCY-F
4	KIKX-F	4 KRDO-F	4 KRDO-F	KKFM-F	4 KRYT-F>>	4 KRYT-F	4 KCSJ	4 KKFM-F	KRYT-F	4
5	5 KKMG-F	5 KILO-F	5	5	5	5 KIKX-F	5 KKFM-F	5 KIKX-F	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KIKX-F	1 KCCY-F	1 KRYT-F	1 KCCY-F	1 KRDO-F	1 KILO-F>>	1 KKFM-F	1 KKFM-F>>	1 KKFM-F	1 KKFM-F
KATM-F>	2 KKMG-F	KCCY-F>	2 KRDO-F	KCCY-F>	2 KIKX-F>>	2 KILO-F	2 KCCY-F>	KRYT-F	KRYT-F
3 KKMG-F	KIKX-F	3 KVUU-F	3 KRYT-F>	3 KRYT-F>	3 KKMG-F	3 KCCY-F>	3 KILO-F>>	3 KCCY-F>	KCCY-F>>
KCCY-F>>	KRYT-F	KKMG-F	4 KKMG-F	4 KVUU-F	KCCY-F	4 KIKX-F	4	4 KILO-F	4
5	5 KATM-F	5	KIKX-F	KDZA	KATM-F	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		29 (3)	29 (3)	19.3	20.4
AOR/CLASSIC		19 (2)	19 (2)	12.7	12.4
AC/OLDIES/SOFT ROCK	6 (1)	23 (3)	29 (4)	19.3	10.2
MOR/VARIETY					
COUNTRY	2 (1)	28 (2)	30 (3)	20.0	23.4
BLACK/URBAN					
BEAUTIFUL/EASY		18 (1)	18 (1)	12.0	15.3
NEWS/TALK	22 (2)		22 (2)	14.7	14.6
NOSTALGIA					
RELIGION/GOSPEL					0.7
SPANISH	1 (1)		1 (1)	0.7	2.9
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		2 (1)	2 (1)	1.3	
	31 (5)	119 (12)	150 (17)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCSJ-F	107.1	Pueblo	1.1/7.6
KRMX	690	Pueblo/CoSprngs	0.5/5.2
KRYT	1350	Pueblo	1.1/7.3
KKCS	1460	Colorado Sprngs	
KKCS-F	101.9	Colorado Sprngs	1.1/6.2
KOA	850	Lenver	2.2/6.0
KSPZ-F	92.9	Colorado Sprngs	0.5/5.0
KVUU-F	99.9	Pueblo	2.7/10.0

RADIO STATIONS

KCSJ, 590, 1 KW (DA-2)	, NEWS/TALK	CBS, $ 16.00 (Eastman)		Jim Cooper
KDZA, 1230, 1 KW	, OLDIES	US 1, $ 12.00 (Banner)	Surrey	---
KRMX, 690, 250 W (DAYS)	, HISPANIC	UPI, $ 11.00 (Caballero)		Andres Neidig
KRYT, 1350, 5 KW/1 KW (DA-N)	, COUNTRY	NBC, $ 12.00 (Roslin)		Michael Salardin
KATM-F, 100.7, 14 KW @ 2086, CHR		, $ 16.00 (Banner)	Surrey	---
KCCY-F, 97.9, 100 KW @ 1200, COUNTRY		ABC E, $ 23.00 (Mc-Guild)		Jack Carter
KCSJ-F, 107.1, 3 KW @ 338, CHR (?)		MBS, $ N/A (Eastman)		Jim Cooper
KRYT-F, 107.9, 100 KW @ 230, OLDIES		TRNSTR, $ 17.00 (Roslin)		Michael Salardin

OTHER RANKED STATIONS -- See Colorado Springs

MISCELLANEOUS COMMENTS: KIDN changes calls to KRYT (Dec.88)...

RALEIGH - DURHAM

Arbitron Rank/Pop (12+): 60/575,000

MSA Rank/Pop: 70/679,000
ADI # 34

Average Person Ratings: 16.4
Market TSL: 21.5 hours

Stations: 27/22
Diaries: 1069/538:1/55.4%
Sample Target: 890
% Below Line: 2.9
% Not Listed: 16.9

1988 Revenue: $27,200,000
HH Inc.: $34,512
Retail $: 4.7 Bil
Pop per Station: 26,136
#1 Biller: WRAL-F $4,700,000

12+ METRO		1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WRDU-F	(AOR)	95/10.1	7.4	10.5	10.9	10.7	9.7	180/2267	1158/20.1	21.3	19.6	111	12.9	134	1492	WRDU-F
2. WRAL-F	(AC)	76/ 8.1	7.3	6.8	7.5	6.5	7.4	208/2770	1085/18.9	18.8	16.7	128	6.1	64	1029	WRAL-F
WDCG-F	(CHR)	76/ 8.1	9.0	8.5	10.3	9.0	9.0	151/2415	1219/21.2	23.1	23.1	64	10.7	111	1414	WDCG-F
4. WPTF	(N/T)	73/ 7.8	8.1	7.9	9.0	6.5	8.2	122/1589	943/16.4	14.9	14.5	67	5.8	60	650	WPTF
5. WQOK-F	(B)	68/ 7.2	7.2	8.2	7.1	6.5	7.4	145/1523	825/14.3	14.0	11.5	111	11.4	119	1177	WQOK-F
6. WQDR-F	(C)	60/ 6.4	9.3	8.8	6.0	7.3	7.6	161/1966	723/12.6	15.2	13.8	105	7.0	73	973	WQDR-F
7. WFXC-F	(B)	55/ 5.8	9.2	5.5	6.1	7.0	6.7	60/1034	862/15.0	14.7	13.3	90	9.3	97	1159	WFXC-F
8. WTRG-F	(O)	52/ 5.5	2.6	2.3	2.5	5.2	3.2	168/2376	889/15.5	10.7	13.8	142	4.3	45	747	WTRG-F
9. WYLT-F	(AC)	34/ 3.6	4.7	4.6	5.7	4.2	4.6	62/1144	625/10.9	12.4	10.1	131	2.5	26	453	WYLT-F
10. WDUR	(B)	32/ 3.4	1.8	2.7	2.1	3.6	2.5	32/312	312/ 5.4	4.7	5.6	100	2.4	25	245	WDUR
11. WZZU-F	(CHR)	28/ 3.0	2.7	2.8	2.4	3.2	2.7	78/1473	663/11.5	13.9	12.5	93	3.9	41	945	WZZU-F
12. WNND-F	(J/NA)	17/ 1.8	1.4	1.4	0.9	0.8	1.4	20/315	267/ 4.6	3.5	2.0	94				WNND-F
WDNC	(BB)	17/ 1.8	2.9	2.2	2.6	2.4	2.4	18/394	351/ 6.1	6.2	6.0	61	2.3	24	344	WDNC
14.																
15.																

12+ FM SHARE (METRO): 75.19% (588 of 782) (SPG 88: 75.91%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDCG-F>>	1 WRDU-F>	1 WRDU-F>	1 WRDU-F	1 WRDU-F	1 WPTF >	1 WRAL-F	1 WRDU-F	1 WRDU-F	1 WDCG-F<	1 WQOK-F>
2 WFXC-F>	2 WQOK-F	2 WRAL-F	2 WRAL-F	2 WRAL-F	2 WRAL-F>	WPTF	2 WRAL-F	2 WDCG-F	2 WQOK-F	2 WFXC-F
3 WQOK-F>	3 WDCG-F	3 WQOK-F	3 WTRG-F	3 WQOK-F<	3 WQDR-F	3 WRDU-F	3 WPTF >	3 WRAL-F<	3 WFXC-F	3 WRAL-F<
4 WZZU-F>>	4 WFXC-F<	4 WDCG-F	WQOK-F	4 WTRG-F	4 WDUR <	4 WDCG-F	4 WQDR-F	4 WQOK-F	4 WRDU-F	4 WTIK
5	5 WRAL-F	5 WTRG-F	5	5 WQDR-F	5 WYLT-F	5 WQDR-F	5	5 WQDR-F	5 WPTF	5 WPTF
6	6 WTRG-F	6	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDCG-F>	1 WRAL-F	1 WQOK-F	1 WRAL-F>	1 WRAL-F>	1 WRDU-F>>	1 WRDU-F>>	1 WRDU-F>>	1 WRDU-F>>	1 WRDU-F>
2 WRDU-F	WQOK-F	2 WRAL-F	2 WQOK-F	2 WQOK-F	2 WDCG-F>	2 WDCG-F	2 WTRG-F	2 WQOK-F	2 WTRG-F
WRAL-F	3 WRDU-F	3 WRDU-F	WDCG-F	3 WTRG-F	3 WQOK-F	3 WQOK-F	WQOK-F	3 WTRG-F	3 WQDR-F
4 WQOK-F	4 WDCG-F	4 WTRG-F	4 WTRG-F	WDCG-F	WFXC-F>	4 WFXC-F	WQDR-F	4 WQDR-F	4 WQOK-F
WFXC-F	5 WTRG-F	5 WFXC-F	WRDU-F	5 WRDU-F	5 WDUR	5 WQDR-F	5 WZZU-F	WDCG-F	5 WRAL-F
6	WFXC-F	WDCG-F	6 WFXC-F	6	6 WZZU-F	6	6 WFXC-F	6	6 WPTF

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		104 (2)	104 (2)	13.3	14.3
AOR/CLASSIC		102 (2)	102 (2)	13.0	13.7
AC/OLDIES/SOFT ROCK	21 (3)	166 (4)	187 (7)	23.9	19.8
MOR/VARIETY					0.4
COUNTRY	4 (1)	73 (3)	77 (4)	9.8	13.1
BLACK/URBAN	48 (2)	123 (2)	171 (4)	21.9	24.9
BEAUTIFUL/EASY					0.9
NEWS/TALK	73 (1)		73 (1)	9.3	7.6
NOSTALGIA	17 (1)		17 (1)	2.2	2.8
RELIGION/GOSPEL	24 (3)		24 (3)	3.1	2.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		17 (1)	17 (1)	2.2	
UNKNOWN/OTHERS	7 (1)	3 (1)	10 (2)	1.3	
	194 (12)	588 (15)	782 (27)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAUG	750	New Hope/Raleig	0.7/1.5
WCHL	1360	Chapel Hill	0.4/1.9
WCLY	1550	Raleigh	0.4/0.9
WKIX	850	Raleigh	0.9/4.8
WLLE	570	Raleigh	1.7/4.6
WPJL	1240	Raleigh	0.7/3.1
WSRC	1410	Durham	1.4/2.5
WTIK	1310	Durham	0.4/1.8
WYRN	1480	Louisburg	1.0/1.3
WJMH-F	102.1	Reidsville	0.3/1.9
WKRR-F	92.3	Asheboro/Greens	0.7/4.2
WKTC-F	96.9t	Tarboro/Rcky Mt	0.3/1.2
WMAG-F	99.5	High Point	0.4/1.5
WPCM-F	101.1	Burlington	1.1/4.8

RADIO STATIONS

WDNC, 620, 5 KW/1 KW (DA-2)	, NOSTALGIA	CBS, $ 25.00 (Republic)		Bill Smith
WDUR, 1490, 1 KW	, GOSPEL	ABC R, NBN, $ 17.00 (Eastman)	Pinnacle	Fred Adams
WKIX, 850, 10 KW/5 KW (DA-N)	, OLDIES	MBS, $ 20.00 (Christal)	Metroplex	Gary Weiss
WLLE, 570, 500 W/55 W	, BLACK	SBN, $ 18.00 (---)		Henry Monroe
WPTF, 680, 50 KW (DA-N)	, MOR/TALK	ABC I, NBC, $ 73.00 (Mc-Guild)	Durham Life	Bryan McIntyre
WSRC, 1410, 5 KW (DA-2)	, BLACK	NBN, $ 15.00 (Savalli)	Willis	Rem Malloy
WDCG-F, 95.1, 99 KW @ 1016, CHR		ABC F, $ 65.00 (Republic)		Bill Smith
WFXC-F, 107.1, 3 KW @ 300, BLACK		IND, $ 41.00 (Eastman)	Pinnacle	Fred Adams
WNND-F, 103.9, 3 KW @ 300, JAZZ/NAC		NBC, $ 23.00 (---)	(FUQUAY)	Tom Campbell
WQDR-F, 94.7, 99 KW @ 1025, COUNTRY		ABC E, $ 62.00 (Mc-Guild)	Durham Life	Bryan McIntyre
WQOK-F, 97.5, 100 KW @ 1020, BLACK		ABC C, $ 40.00 (HNWH)	Joyner (S.BOSTON, VA)	Curtis Downey
WRAL-F, 101.5; 97 KW @ 1900, AC		IND, $ 103.00 (Katz)	Capitol-Goodman	Larry Adams
WRDU-F, 106.1, 100 KW @ 1350, AOR		SOURCE, $ 88.00 (MMR)	Voyager	Phil Zachary
WTRG-F, 100.7, 100 KW @ 1950, OLDIES		IND, $ 56.00 (Banner)	Capitol-Johnson (ROCKY MOUNT)	Darrel Goodin
WYLT-F, 96.1, 98 KW @ 930, SOFT AC		IND, $ 50.00 (Christal)	Metroplex	Gary Weiss
WZZU-F, 93.9, 100 KW @ 1280, CHR		IND, $ 47.00 (Torbet)	Village (BURLINGTON)	Peter Jorgenson

MISCELLANEOUS COMMENTS: WAZZ-F changes calls to WNND (May)...WNND changes from EZ to JAZZ/NAC (May)...WQOK-F (S.Boston) sold by Joyner to Ragan Henry for $7,400,000 (Foreman)...WKIX, WYLT-F sold by Metroplex to Universal for $7,700,000 (Mahlman).

RENO

Arbitron Rank/Pop (12+): 141/240,800
MSA Rank/Pop: 180/238,000
ADI # 121
Average Person Ratings: 18.1
Market TSL: 23.75 hours

Stations: 17/17
Diaries: 672/358:1/52.1%
Sample Target: 610
% Below Line: 0.0
% Not Listed: 11.7

1988 Revenue: $10,200,000
HH Inc.: $32,684
Retail $: 2.4 Bil
Pop per Station: 14,164
#1 Biller: NA

12+ METRO			1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KWNZ-F	(CHR)	***	51/11.7	10.3	10.7	9.3	8.7	----	88/988	707/29.4	22.9	21.2	81	14.8	64	610	KWNZ-F
2. KNEV-F	(EZ)		39/ 9.0	9.0	10.7	8.3	11.5	----	50/489	380/15.8	15.3	14.4	63	5.1	22	262	KNEV-F
3. KRNO-F	(AC)		38/ 8.7	7.7	8.0	6.6	5.3	----	45/512	436/18.1	15.3	16.2	140	5.3	23	279	KRNO-F
4. KSXY-F	(AC)		34/ 7.8	3.3	3.7	4.6	4.3	----	36/428	390/16.2	8.9	12.3	78	6.9	30	385	KSXY-F
5. KODS-F	(O)		33/ 7.6	11.3	5.2	7.0	9.0	----	55/724	495/20.6	16.4	22.1	136	7.2	31	382	KODS-F
6. KRZQ-F	(AOR)		31/ 7.1	6.2	5.9	8.9	9.9	----	34/506	432/17.9	12.6	16.3	107	11.1	48	429	KRZQ-F
7. KOZZ-F	(AOR)		28/ 6.4	7.7	11.2	6.3	8.7	----	54/656	399/16.6	19.9	22.1	106	9.2	40	486	KOZZ-F
8. KBUL-F	(C)		20/ 4.6	5.6	5.3	4.6	3.4	----	31/424	272/11.3	14.1	8.1	115	6.9	30	268	KBUL-F
9. KOH	(N/T)		19/ 4.4	6.9	7.5	8.6	6.8	----	22/298	237/ 9.8	12.2	11.4	111	6.7	29	298	KOH
10. KROW	(C)		17/ 3.9	5.9	3.2	3.6	3.1	----	35/421	208/ 8.6	9.4	10.4	77	2.8	12	137	KROW
11. KONE	(BB)		15/ 3.4	1.3	1.3	2.0	0.9	----	15/157	154/ 6.4	4.7	4.3	32	1.2	5	84	KONE
12. KIIQ-F	(C)		14/ 3.2	5.1	8.5	5.0	5.0	----	46/459	264/11.0	14.9	11.1	106	4.8	21	288	KIIQ-F
13. KROI-F	(AC)		12/ 2.8	3.3	2.4	3.0	3.1	----	15/210	183/ 7.6	7.7	8.5	136	3.5	15	276	KROI-F
KQLO	(C)		12/ 2.8	1.5	0.8	4.0	5.3	----	13/191	147/ 6.1	3.8	11.4	68	2.3	10	151	KQLO
15. KLKT-F	(AC)		10/ 2.3	2.6	0.8	----	0.6	----	12/157	124/ 5.1	3.3	1.3	100	0.9	4	54	KLKT-F

*** STATION DETERMINED TO HAVE ENGAGED IN A SPECIAL STATION ACTIVITY.

12+ FM SHARE (METRO): 80.73% (310 of 384) (SPG 88: 80.71%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KWNZ-F>>	1 KWNZ-F	1 KWNZ-F	1 KRNO-F	1 KRNO-F	1 KNEV-F>	1 KWNZ-F<	1 KWNZ-F	1 KWNZ-F	1 KWNZ-F	1 KWNZ-F
2 KSXY-F>>	2 KRZQ-F	2 KRNO-F	2 KODS-F<	2 KODS-F	2 KODS-F	2 KRNO-F	KRNO-F	2 KNEV-F	2 KSXY-F<	2 KSXY-F
3	3 KSXY-F<	3 KRZQ-F<	3 KWNZ-F	3 KWNZ-F	3 KRNO-F	3 KNEV-F	3 KRZQ-F	3 KRNO-F	3 KNEV-F>	3 KRNO-F
4	4 KRNO-F	4 KODS-F	4 KRZQ-F	4 KRZQ-F	KOH	4 KODS-F<	KODS-F	4 KSXY-F<	4 KRNO-F>	KOZZ-F
5	5 KOZZ-F	5 KSXY-F	5 KOZZ-F	5 KOZZ-F	5 KONE	5 KSXY-F	5 KOZZ-F	5 KRZQ-F	5 KRZQ-F	KOH
6	6	6 KOZZ-F>>	6 KSXY-F	6	6 KROW	6	6	6 KODS-F	6	KODS-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KWNZ-F	1 KWNZ-F	1 KRNO-F	1 KWNZ-F	1 KRNO-F>	1 KRZQ-F	1 KRZQ-F	1 KRZQ-F	1 KRZQ-F	1 KRZQ-F
KSXY-F>>	2 KSXY-F	2 KWNZ-F>	2 KRNO-F	2 KWNZ-F	2 KWNZ-F	2 KOZZ-F	2 KOZZ-F	2 KOZZ-F	2 KRNO-F
3 KRZQ-F	3 KRNO-F>>	3 KSXY-F	3 KSXY-F	KODS-F	3 KOZZ-F	3 KWNZ-F>	3 KWNZ-F	3 KWNZ-F	KOZZ-F
KOZZ-F>	4 KODS-F	4 KODS-F	4 KODS-F>	4 KNEV-F	4 KSXY-F>	4 KSXY-F	KRNO-F>	4 KODS-F	KODS-F
5 KRNO-F	KBUL-F	KBUL-F>>	5 KBUL-F	5 KSXY-F	5 KODS-F	KRNO-F	5 KSXY-F	5 KRNO-F	5 KWNZ-F
KIIQ-F>>	6	6	6	KBUL-F	KLKT-F>>	6	6	6 KSXY-F	6

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		51 (1)	51 (1)	13.3	20.5
AOR/CLASSIC		59 (2)	59 (2)	15.4	19.0
AC/OLDIES/SOFT ROCK		127 (5)	127 (5)	33.1	14.8
MOR/VARIETY	11 (2)		11 (2)	2.9	2.4
COUNTRY	29 (2)	34 (2)	63 (4)	16.4	19.9
BLACK/URBAN					
BEAUTIFUL/EASY		39 (1)	39 (1)	10.2	11.9
NEWS/TALK	19 (1)		19 (1)	4.9	8.3
NOSTALGIA	15 (1)		15 (1)	3.9	1.5
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					0.9
UNKNOWN/OTHERS					0.9
	74 (6)	310 (11)	384 (17)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KHIT	1590	Sun Valley	
KPLY	1270	Sparks/Reno	0.7/4.1
KPTL	1300	Carson City	1.8/3.3

RADIO STATIONS

KOH	630	5 KW/1 KW (DA-N)	NEWS/TALK	CBS, ABC T	$ 25.00 (Katz)		---
KONE	1450	1 KW	NOSTALGIA	ABC C	$ 15.00 (HNWH)	Lotus	Dave Newman
KPLY	1270	5 KW (DAYS)	MOR		$ 11.00 (Durpetti)	(SPARKS)	Max Reeder
KPTL	1300	5 KW/500 W (DA-N)	MOR	ABC I, NBC	$ 12.00 (---)	(CARSON CITY)	Craig Swope
KQLO	920	5 KW/1 KW (DA-N)	COUNTRY	SUN	$ 13.00 (Banner)		---
KROW	780	50 KW	COUNTRY	ABC I	$ 20.00 (Mc-Guild)	John Price	John O'Brien
KBUL-F	98.1	76 KW @ 2274	COUNTRY	MBS	$ 21.00 (Durpetti)	Marathon	Dave Graupner
KIIQ-F	104.5	25 KW @ 2930	COUNTRY		$ 18.00 (Christal)		---
KLKT-F	100.1	.7 KW @ 600	SOFT AC		$ 16.00 (K & P)	(INCLINE VILLAGE)	Jim King
KNEV-F	95.5	60 KW @ 2270	BTFL/EZ		$ 24.00 (Mc-Guild)	John Price	John O'Brien
KODS-F	103.7	6 KW @ 2870	OLDIES		$ 30.00 (CBS)	Americom (CARNELIAN BAY)	Ken Sutherland
KOZZ-F	105.7	75 KW @ 2120	AOR	SOURCE	$ 31.00 (HNWH)	Lotus	Dave Newman
KRNO-F	106.9	37 KW @ 2956	SOFT AC		$ 40.00 (Torbet)	Roth	Bob Ordonez
KROI-F	100.9	.3 KW @ 840	AC		$ 19.00 (Durpetti)	(SPARKS)	Max Reeder
KRZQ-F	96.5	85 KW @ 2350	AOR		$ 27.00 (MMR)	(TAHOE CITY)	Laura Simpson
KSXY-F	101.7	1 KW @ 150	AC	TRNSTR	$ 24.00 (Katz)		---
KWNZ-F	97.3	87 KW @ 2126	CHR		$ 30.00 (Banner)	(CARSON CITY)	---

MISCELLANEOUS COMMENTS: KQLO, KWNZ-F sold by Constant to Pacific Telecom for $__________.

RICHMOND

Arbitron Rank/Pop (12+): 54/700,200
MSA Rank/Pop: 62/830, 900
ADI # 58
Average Person Ratings: 18.1
Market TSL: 24.0 hours

Stations: 22/19
Diaries: 1075/651:1/57.9%
Sample Target: 1020
% Below Line: 1.6
% Not Listed: 9.4

1988 Revenue: $25,500,000
HH Inc.: $33,611
Retail $: 6.6 Bil
Pop per Station: 36,852
#1 Biller: WRVA $5,500,000

12+ METRO		1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WRVA	(MOR)	186/14.7	15.9	12.3	11.7	12.7	13.6	195/2002	1825/26.1	28.0	25.5	73	11.0	141	1738	WRVA
2. WCDX-F	(B)	141/11.1	7.9	10.4	9.2	9.5	9.6	152/1370	1217/17.4	18.0	14.8	77	16.0	205	1735	WCDX-F
3. WRXL-F	(AOR)	125/ 9.9	11.6	11.2	13.9	10.8	11.6	145/1699	1464/20.9	20.4	20.6	113	16.5	211	1773	WRXL-F
4. WRVQ-F	(CHR)	119/ 9.4	11.7	13.0	14.2	14.5	12.1	166/2320	1762/25.2	29.1	29.3	104	12.5	160	2122	WRVQ-F
5. WKHK-F	(C)	118/ 9.3	5.3	6.0	3.3	2.7	6.0	137/1203	1050/15.0	13.6	7.8	130	7.4	94	909	WKHK-F
6. WMXB-F	(AC)	105/ 8.3	6.7	7.9	8.7	8.6	7.9	135/1639	1329/19.0	18.1	19.1	149	5.8	74	1108	WMXB-F
7. WPLZ-F	(B)	99/ 7.8	7.8	8.2	7.7	8.6	7.9	115/1247	1127/16.1	16.1	17.0	117	7.9	101	1531	WPLZ-F
8. WTVR-F	(EZ)	68/ 5.4	8.1	4.6	5.2	7.0	5.8	97/1126	838/12.0	11.9	15.2	67	3.5	45	571	WTVR-F
9. WVMX-F	(CHR)	45/ 3.6	1.2	2.0	0.9	----	1.9	53/775	647/ 9.2	7.6	0.0	106	3.2	41	676	WVMX-F
10. WFTH	(REL)	18/ 1.4	1.1	1.1	1.1	1.9	1.2	20/159	148/ 2.1	2.5	4.0	93	1.0	13	160	WFTH
11. WQSF-F	(EZ)	17/ 1.3	2.6	3.3	4.2	3.9	2.8	25/500	366/ 5.2	9.2	9.4	85	0.7	9	238	WQSF-F
12.																
13.																
14.																

15. 12+ FM SHARE (METRO): 75.94% (871 of 1147) (SPG 88: 73.10%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRVQ-F<	1 WCDX-F<	1 WRXL-F<	1 WMXB-F	1 WMXB-F<	1 WRVA >>	1 WRVA >>	1 WRVA	1 WRVQ-F	1 WCDX-F	1 WRVA >>
2 WCDX-F>>	2 WRXL-F>	2 WCDX-F	2 WRXL-F	2 WKHK-F	2 WKHK-F	2 WRXL-F	2 WRXL-F<	2 WRVA <	2 WRVA >	2 WCDX-F>>
3 WRXL-F	3 WRVQ-F<	3 WMXB-F<	3 WKHK-F	3 WRXL-F<	3 WTVR-F	3 WRVQ-F<	3 WMXB-F<	3 WRXL-F<	3 WRVQ-F	3 WPLZ-F>>
4 WPLZ-F>	4 WPLZ-F	4 WRVQ-F	4 WRVQ-F	4 WRVA	4 WMXB-F>	4 WCDX-F	4 WKHK-F	4 WCDX-F	4 WPLZ-F	4 WRVQ-F
5 WMXB-F	5 WMXB-F	5 WPLZ-F<	5 WPLZ-F<	5 WRVQ-F	5 WRVQ-F	5 WMXB-F	WCDX-F	5 WKHK-F	5 WKHK-F<	5
6	6	6 WKHK-F	6 WCDX-F	6 WPLZ-F	6	6	6 WTVR-F	6	6 WRXL-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WCDX-F>>	1 WCDX-F>	1 WMXB-F<	1 WCDX-F<	1 WMXB-F>	1 WRXL-F	1 WRXL-F>	1 WRXL-F	1 WRXL-F>	1 WRXL-F<
2 WRVQ-F>	2 WMXB-F	2 WCDX-F>	2 WMXB-F	2 WRVA	WCDX-F>	2 WPLZ-F<	2 WPLZ-F	2 WPLZ-F	2 WKHK-F
3 WRXL-F	3 WRXL-F<	3 WRXL-F	3 WRVQ-F	3 WKHK-F	3 WPLZ-F>	3 WCDX-F>	3 WRVQ-F	WCDX-F<	3 WRVA
4 WPLZ-F	4 WRVQ-F>	4 WRVQ-F>	4 WRXL-F	4 WRVQ-F	4 WVMX-F>	4 WRVQ-F>	4 WKHK-F	4 WKHK-F	4 WRVQ-F<
5 WVMX-F	5 WPLZ-F	5 WKHK-F	5 WRVA	WCDX-F	5 WRVQ-F>>	5 WKHK-F	5 WCDX-F	5 WRVQ-F	5 WPLZ-F
6 WMXB-F	6	6 WPLZ-F	6 WPLZ-F	6 WPLZ-F	6	6 WVMX-F	6	6 WMXB-F	6 WMXB-F
			7 WKHK-F	7 WRXL-F					7 WCDX-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		164 (2)	164 (2)	14.3	16.0
AOR/CLASSIC		132 (2)	132 (2)	11.5	11.9
AC/OLDIES/SOFT ROCK	17 (2)	105 (1)	122 (3)	10.6	11.5
MOR/VARIETY	186 (1)		186 (1)	16.2	14.0
COUNTRY		118 (1)	118 (1)	10.3	11.4
BLACK/URBAN	22 (2)	253 (4)	275 (6)	24.0	22.9
BEAUTIFUL/EASY		85 (2)	85 (2)	7.4	4.3
NEWS/TALK					
NOSTALGIA	19 (2)		19 (2)	1.7	2.3
RELIGION/GOSPEL	32 (2)	14 (1)	46 (3)	4.0	5.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	276 (9)	871 (13)	1147 (22)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WANT	990	Richmond	1.0/4.2
WDYL-F	92.1	Chester/Richmnd	1.1/2.8
WGCV	1240	Petersburg	1.1/2.3
WKIE	1540	Richmond	0.7/3.3
WLEE	1320	Richmond	0.6/1.0
WPVA	1290	Col Heights/Pet	0.4/1.7
WRNL	910	Richmond	0.9/5.5
WTVR	1380	Richmond	0.9/3.5
WAFX-F	106.9	Suffolk/Norfolk	0.6/2.0
WMYK-F	93.7	Elizabeth City	0.3/1.5
WOWI-F	102.9	Norfolk	0.7/1.2

RADIO STATIONS

WANT, 990, 1 KW/16 W , BLACK	NBN, $ 15.00 (---)		Howard Sanders
WFTH, 1590, 5 KW (DAYS) , RELIGION	, $ 15.00 (---)		Jack Johnson
WRNL, 910, 5 KW (DA-N) , OLDIES	MBS, $ 29.00 (Katz)	Capitol-Goodman	Claire Shaffner
WRVA, 1140, 50 KW (DA-1) , MOR	NBC, CBS, $ 97.00 (Christal)	Edens	Bob Jones
WTVR, 1380, 5 KW (DA-2) , NOSTALGIA	ABC E, $ 20.00 (Republic)	Park	Eddie Anderson
WCDX-F, 92.7, 2.8 KW @ 340, BLACK	, $ 40.00 (Eastman)	Sinclair	Ben Miles
WDYL-F, 92.1, 3 KW @ 300, RELIGION	, $ 15.00 (---)	(CHESTER)	Paul Bulifant
WKHK-F, 95.3, 1.6 KW @ 550, COUNTRY	, $ 35.00 (Banner)	ABS (COLONIAL HEIGHTS)	Paul Moore
WMXB-F, 103.7, 20 KW @ 720, AC	APR, $ 72.00 (Durpetti)	Ragan Henry	Don Kidwell
WPLZ-F, 99.3, 3 KW @ 328, BLACK	US 1, $ 60.00 (Mc-Guild)	(PETERSBURG)	Glenn Mahome
WQSF-F, 96.5, 50 KW @ 500, BTFL/EZ	, $ 34.00 (HNWH)	(WILLIAMSBURG)	---
WRVQ-F, 94.5, 200 KW @ 355, CHR	ABC C, $ 101.00 (Christal)	Edens	Phil Goldman
WRXL-F, 102.1, 140 KW @ 320, AOR	, $ 93.00 (Katz)	Capitol-Goodman	Claire Shaffner
WTVR-F, 98.1, 50 KW @ 840, BTFL/EZ	ABC E, $ 44.00 (Republic)	Park	Eddie Anderson
WVMX-F, 106.5, 8 KW @ 240, CHR/AOR	SOURCE, $ 37.00 (Banner)	First Cities	---

MISCELLANEOUS COMMENTS: WPLZ-A to WGCV (March)...WQSF-F (Williamsburg) sold to Keymarket for $3,000,000 (MVP)...WMXB-F sold by Ragan Henry to Radio Ventures for $23,500,000 (Chapman).

RIVERSIDE-SAN BERNARDINO

Arbitron Rank/Pop (12+): 16/1,074,800
MSA Rank/Pop: 18/2,142,700
Los Angeles ADI
Average Person Ratings: 18.7
Market TSL: 25.00 hours

Stations: 45/17
Diaries: 1317/816:1/47.8%
Sample Target: 1280
% Below Line: 16.1
% Not Listed: 12.3

1988 Revenue: $16,000,000
HH Inc.: $33,611
Retail $: 13.1 Bil
Pop per Station: 63,223
#1 Biller: KGGI-F $3,400,000

12+ METRO		1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KDUO-F	(EZ)	165/ 8.2	10.0	8.0	5.6	8.1	7.9	198/1869	1491/13.9	10.5	15.1	68	4.7	92	636	KDUO-F
2. KGGI-F	(CHR)	141/ 7.0	8.9	7.7	8.9	6.3	8.1	186/2604	1946/18.1	20.1	17.6	87	12.9	252	2319	KGGI-F
3. KQLZ-F	(CHR)	135/ 6.7	1.1	1.4	1.4	1.2	2.6	181/2285	1508/14.0	3.7	3.0	58	4.8	94	1369	KQLZ-F
4. KRTH-F	(AC)	97/ 4.8	5.8	5.8	6.5	5.4	5.7	136/2001	1438/13.4	14.5	13.1	156	4.3	84	1135	KRTH-F
5. KOST-F	(AC)	92/ 4.6	4.4	3.5	3.6	4.1	4.0	145/2119	1345/12.5	11.9	10.1	133	3.9	76	1114	KOST-F
6. KLOS-F	(AOR)	87/ 4.3	5.4	4.4	5.6	5.1	4.9	128/1879	1135/10.6	10.4	11.1	142	8.6	167	1462	KLOS-F
7. KFI	(N/T)	78/ 3.9	4.3	3.4	3.2	3.2	3.7	108/1704	1139/10.6	10.4	8.2	103	2.1	41	561	KFI
8. KCAL-F	(AOR)	70/ 3.5	2.9	4.7	3.6	4.5	3.7	84/1156	938/ 8.7	9.4	9.8	91	5.1	99	1049	KCAL-F
9. KNX	(N/T)	69/ 3.4	1.8	3.5	2.8	3.2	2.9	95/1742	1201/11.2	9.2	9.4	68	1.5	30	502	KNX
10. KIIS-F	(CHR)	67/ 3.3	4.4	5.3	4.8	6.0	4.5	109/2148	1440/13.2	15.3	18.9	82	5.2	102	1425	KIIS-F
11. KODJ-F	(AC)	57/ 2.8	1.0	2.0	1.2	1.1	1.8	99/1287	818/ 7.6	5.0	5.2	161	2.5	49	768	KODJ-F
KCKC	(C)	57/ 2.8	2.4	2.3	5.1	4.3	3.2	65/778	662/ 6.2	5.0	6.2	96	3.6	71	567	KCKC
13. KQLH-F	(AC)	47/ 2.3	1.6	1.0	1.0	2.3	1.5	49/693	605/ 5.6	3.7	6.4	152	1.8	36	399	KQLH-F
14. KBIG-F	(EZ)	45/ 2.2	2.7	2.4	2.0	2.3	2.3	59/1071	732/ 6.8	7.5	6.8	95	1.0	19	416	KBIG-F
15. KOLA-F	(CHR)	36/ 1.8	2.7	2.3	1.6	2.6	2.1	45/1071	881/ 8.2	9.7	12.0	61	2.1	40	1107	KOLA-F

12+ FM SHARE (METRO): 74.65% (1319 of 1767) (SPG 88: 75.02%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQLZ-F	1 KQLZ-F	1 KGGI-F<	1 KRTH-F	1 KRTH-F	1 KDUO-F>>	1 KDUO-F>	1 KDUO-F>	1 KQLZ-F	1 KQLZ-F	1 KFI <
2 KGGI-F>>	2 KGGI-F	2 KQLZ-F	2 KLOS-F	2 KOST-F	2 KFI <	2 KLOS-F	2 KGGI-F	2 KGGI-F	2 KGGI-F	2 KNX <
3 KIIS-F	3 KLOS-F	3 KRTH-F	3 KOST-F	KLOS-F	3 KNX	3 KGGI-F<	3 KQLZ-F<	3 KDUO-F	3 KOST-F>	3 KOST-F
KOLA-F	4 KCAL-F	4 KLOS-F<	KGGI-F	KGGI-F	4 KRTH-F<	4 KQLZ-F	4 KRTH-F	4 KRTH-F	4 KDUO-F	4 KQLZ-F
5	5 KOST-F	5 KOST-F	5	5 KDUO-F	5 KCKC	5 KNX	5 KOST-F	5	5 KFI	KGGI-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQLZ-F	1 KGGI-F	1 KGGI-F	1 KGGI-F	1 KRTH-F<	1 KQLZ-F>	1 KQLZ-F	1 KLOS-F>	1 KLOS-F	1 KLOS-F>
KGGI-F>	2 KQLZ-F>	2 KOST-F	2 KOST-F	2 KOST-F	2 KCAL-F>	KLOS-F	2 KGGI-F	2 KQLZ-F	2 KRTH-F
3 KIIS-F	3 KOST-F	3 KQLZ-F	3 KRTH-F	3 KGGI-F	3 KGGI-F	3 KCAL-F	3 KQLZ-F	3 KCKC	3 KHYE-F
4 KOST-F	4 KIIS-F>	4 KRTH-F	4 KQLZ-F	4 KDUO-F	4 KLOS-F	4 KGGI-F	4 KCAL-F	4 KHYE-F<	KGGI-F
5 KCAL-F	5 KRTH-F	KIIS-F	5 KIIS-F	5	5 KOST-F	5	5 KRTH-F	5 KRTH-F	5
	KCAL-F	KQLH-F			KIIS-F				

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		397 (5)	397 (5)	22.5	17.3
AOR/CLASSIC		205 (5)	205 (5)	11.6	17.3
AC/OLDIES/SOFT ROCK	10 (1)	311 (6)	321 (7)	18.2	21.8
MOR/VARIETY					
COUNTRY	90 (4)	57 (4)	147 (8)	8.3	12.2
BLACK/URBAN	14 (1)		14 (1)	0.8	2.2
BEAUTIFUL/EASY		232 (4)	232 (4)	13.1	9.6
NEWS/TALK	222 (5)		222 (5)	12.6	10.1
NOSTALGIA	26 (1)		26 (1)	1.5	3.9
RELIGION/GOSPEL	15 (1)		15 (1)	0.8	1.2
SPANISH	71 (3)	33 (1)	104 (4)	5.9	2.2
CLASSICAL		16 (1)	16 (1)	0.9	0.4
JAZZ/NEW AGE		40 (2)	40 (2)	2.3	1.8
UNKNOWN/OTHERS		28 (1)	28 (1)	1.6	
	448 (16)	1319 (29)	1767 (45)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBON-F	103.9	Lake Arrowhead	0.5/2.9
KCAL	1410	Redlands	1.0/2.8
KDIF	1440	Riverside/SB	1.6/2.6
KHYE-F	105.7	Hemet	0.5/1.6
KMEN	1290	San Bernardino	0.7/3.4
KNTF-F	93.5	Ontario	1.6/4.1
KRSO	590	San Bernardino	1.7/4.7
KWDJ-F	92.7	Riverside	1.4/4.5
KWRM	1370	Corona	0.4/1.2
KABC	790	Los Angeles	1.4/5.8
KBRT	740	Avalon	0.7/1.2
KEDG-F	101.9	Glendale	0.3/1.3
KFAC-F	92.3	Los Angeles	0.8/2.7
KFWB	980	Los Angeles	0.6/3.6
KIIS	1150	Los Angeles	
KJOI-F	98.7	Los Angeles	0.5/2.1
KKGO	540	Hesperia	
KKGO-F	105.1	Los Angeles	0.6/2.0
KLAC	570	Los Angeles	1.0/4.6
KLSX-F	97.1	Los Angeles	0.6/2.7
KLVE-F	107.5	Los Angeles	1.6/3.4
KMPC	710	Los Angeles	1.3/4.3
KNAC-F	105.5	Lng Bch/LA	0.3/1.2
KPWR-F	105.9	Los Angeles	0.9/5.1
KRLA	1110	Pasadena	0.5/2.4
KROQ-F	106.7	Pasadena	1.4/3.9
KTNQ	1020	Los Angeles	0.9/1.9
KTWV-F	94.7	Los Angeles	1.4/4.4
KWXY	1340	Cathedral City	
KWXY-F	98.5	Cathedral City	0.6/1.2
KZLA-F	93.9	Los Angeles	0.5/2.1

RADIO STATIONS

KCAL, 1410, 5 KW/4 KW (DA-N), HISPANIC , $ 23.00 (Lotus) Alfredo Gonzalez

KCKC	1350	5 KW/500 W(DA-2)	COUNTRY	ABC I	$ 33.00 (HNWH)		Shiela Brown
KDIF	1440	1 KW (DA-1)	HISPANIC	UPI	$ 19.00 (Katz Hisp.)		Gilberto Esquive
KMEN	1290	5 KW (DA-2)	BLACK		$ 15.00 (Mc-Guid)	American	---
KRSO	590	1 KW (DA-2)	NEWS/TALK	ABC E,TALKNT	$ 27.00 (Katz)	Henry	Al Smith
KBON-F	103.9	.4 KW @ 2500	OLDIES		$ 26.00 (HNWH)		Shiela Brown
KCAL-F	96.7	3 KW @ 300	AOR		$ 45.00 (Torbet)	Anahieim	Jeff Parke
KDUO-F	97.5	72 KW @ 360	BTFL/EZ	ABC D	$ 65.00 (Katz)	Henry	Al Smith
KGGI-F	99.1	3 KW @ 1530	CHR		$ 87.00 (Mc-Guild)	American	---
KHYE-F	105.5	3 KW @ -245	COUNTRY	ABC E	$ 15.00 (---)		Jerry Hartline
KNTF-F	93.5	3 KW @ -165	COUNTRY		$ 37.00 (---)		B.J. Howell
KOLA-F	99.9	31 KW @ 1630	CHR	ABC R	$ 42.00 (Banner)		Fred Cote
KQLH-F	95.1	50 KW @ 330	SOFT AC	MBS	$ 40.00 (MMR)		Pat Meiharls
KWDJ-F	92.7	3 KW @ 300	COUNTRY	MBS	$ 28.00 (Banner)		Jim Knudsen

MISCELLANEOUS COMMENTS: KMNY (Pomona) sold for $7,500,000...KCKC, KBON-F sold for $5,000,000 (Hogan-Feldman)...KQLH-F sold to Keymarket for $7,700,000 (Americom).

ROANOKE-LYNCHBURG

Arbitron Rank/Pop (12+): 94/371,900
ADI #69
MSA Rank/Pop: Roanoke - 187/228,300
Lynchburg - 248/146,200
Average Person Ratings: 17.6
Market TSL: 23.25 hours

Stations: 26/22
Diaries: 814/457:1/61.4%
Sample Target: 760
% Below Line: 1.7
% Not Listed: 11.9

1988 Revenue: $12,000,000
HH Inc.: $31,700
Retail $: 2.8 Bil
Pop per Station: 16,904
#1 Biller: WXLK-F $3,600,000

12+ METRO		1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WXLK-F	(CHR)	98/15.0	20.6	20.9	22.7	22.2	----	247/2894	1265/34.0	40.6	38.9	111				WXLK-F
2. WYYD-F	(C)	95/14.5	10.0	12.7	11.0	12.1	----	137/1296	819/22.0	22.1	15.7	103				WYYD-F
3. WPVR-F	(EZ)	75/11.5	13.9	11.0	13.4	11.2	----	141/1402	789/21.2	20.2	17.3	70				WPVR-F
4. WROV-F	(AOR)	54/ 8.2	----	----	----	----	----	124/1132	491/13.2	0.0	0.0	135				WROV-F
5. WJJS	(B)	45/ 6.9	3.6	2.6	3.4	3.2	----	45/310	310/ 8.3	4.8	4.0	117				WJJS
6. WSLQ-F	(AC)	26/ 4.0	8.5	8.2	6.5	8.3	----	94/1517	606/16.3	21.6	21.6	140				WSLQ-F
7. WSLC	(C)	23/ 3.5	5.1	5.1	4.8	6.1	----	29/385	311/ 8.4	11.4	11.9	80				WSLC
8. WJLM-F	(C)	22/ 3.4	2.6	4.6	3.8	3.2	----	23/405	352/ 9.5	9.6	7.6	138				WJLM-F
9. WROV	(O)	20/ 3.1	2.1	3.1	1.7	2.1	----	27/323	291/ 7.8	8.3	4.8	161				WROV
10. WFIR	(N/T)	18/ 2.7	3.6	2.6	3.3	3.9	----	18/245	222/ 6.0	6.3	8.7	41				WFIR
11. WQOK-F	(B)	16/ 2.4	1.8	0.5	1.4	----	----	32/414	210/ 5.6	2.9	0.0	79				WQOK-F
WKZZ-F	(CHR)	16/ 2.4	3.1	2.6	3.1	2.4	----	18/256	238/ 6.4	8.0	9.5	92				WKZZ-F
13.																
14.																
15.																

12+ FM SHARE (METRO): 75.39% (435 of 577) (SPG 88: 73.61%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WXLK-F>>	1 WXLK-F>	1 WXLK-F	1 WXLK-F	1 WXLK-F	1 WYYD-F<	1 WXLK-F	1 WXLK-F<	1 WXLK-F	1 WXLK-F	1 WYYD-F>>
2 WKZZ-F	2 WROV-F>	2 WYYD-F	2 WYYD-F	2 WYYD-F>	2 WPVR-F>>	2 WYYD-F	2 WYYD-F	2 WYYD-F	2 WROV-F	2 WQOK-F
WJJS >>	3 WYYD-F>	3 WROV-F>	3 WROV-F>	3 WROV-F>	3 WXLK-F>	3 WPVR-F>	3 WPVR-F>	3 WPVR-F	3 WYYD-F	3 WPVR-F>
4	4 WJJS	4 WJJS	4 WJJS	4 WPVR-F	4 WSLC	4 WROV-F	4 WROV-F	4 WROV-F>	4 WPVR-F	4 WXLK-F
5	5	5 WPVR-F	5 WPVR-F	WJJS	WJJS	5	5	5 WJJS	WJJS	5 WJJS

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXLK-F>	1 WXLK-F>>	1 WXLK-F>>	1 WXLK-F	1 WXLK-F	1 WXLK-F	1 WXLK-F	1 WXLK-F	1 WXLK-F	1 WXLK-F
2 WYYD-F	2 WROV-F	2 WROV-F	2 WYYD-F>	2 WYYD-F>	2 WROV-F>>	2 WROV-F>>	2 WROV-F>>	2 WROV-F	2 WROV-F<
3 WQOK-F	3 WYYD-F>	3 WYYD-F	3 WROV-F	3 WPVR-F	3 WYYD-F>	3 WYYD-F>	3 WYYD-F>	3 WYYD-F>>	3 WYYD-F>
WROV-F	4 WJJS >	4 WJJS	4 WPVR-F	4 WJJS	4 WQOK-F<	4 WJJS	4 WJJS	4 WJJS	4 WROV
5	5 WSLQ-F	5	5 WJJS	5 WROV-F	5 WJMH-F	5 WSLQ-F>>	5 WSLQ-F	5 WROV	WJJS

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		114 (2)	114 (2)	19.8	26.6
AOR/CLASSIC		60 (2)	60 (2)	10.4	0.7
AC/OLDIES/SOFT ROCK	20 (1)	38 (3)	58 (4)	10.1	14.9
MOR/VARIETY	9 (2)		9 (2)	1.6	4.3
COUNTRY	27 (2)	119 (3)	146 (5)	25.3	26.2
BLACK/URBAN	57 (2)	25 (3)	82 (5)	14.2	11.9
BEAUTIFUL/EASY		75 (1)	75 (1)	13.0	12.5
NEWS/TALK	18 (1)		18 (1)	3.1	
NOSTALGIA	7 (1)		7 (1)	1.2	
RELIGION/GOSPEL	4 (2)	4 (1)	8 (3)	1.4	0.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					2.6
	142 (11)	435 (15)	577 (26)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBLT	1350	Bedford	1.1/1.7
WGOL-F	98.3	Lynchburg	1.1/5.2
WKBA	1550	Vinton	0.3/1.5
WKHV-F	105.5	Altavista	0.8/2.1
WLLL	930	Lynchburg	1.1/2.0
WLVA	590	Lynchburg	0.3/2.8
WRIS	1410	Roanoke	0.3/2.1
WTOY	910	Roanoke	1.8/4.0
WWOD	1390	Lynchburg	0.6/1.8
WXYU-F	101.7	Lynchburg/Ronke	0.9/4.2
WAKG-F	103.3	Danville	0.3/2.1
WJMH-F	102.1	Reidsville	1.1/3.2
WQMG-F	97.1	Greensboro	0.3/2.0

RADIO STATIONS

WFIR, 960, 5 KW (DA-N) , NEWS/TALK	CBS, $ 20.00 (HNWH)	Gibbons		Terry Gibbons
WJJS, 1320, 1 KW/24 W (DA-1) , BLACK	ABC F, $ 18.00 (K & P)		(LYNCHBURG)	Denny Dee Royer
WROV, 1240, 1 KW , OLDIES	ABC D, $ 16.00 (HNWH)	Joyner		Mike Slenski
WSLC, 610, 5 KW/1 KW (DA-2) , COUNTRY	NBC, $ 23.00 (Katz)	Mel Wheeler		Herm Reavis
WTOY, 910, 1 KW/89 W (DA-1) , BLACK	SBN, $ 15.00 (K & P)			Mike Walvogel
WGOL-F, 98.3, 3 KW @ 240, AC	, $ 13.00 (Roslin)		(LYNCHBURG)	Dick Singer
WJLM-F, 93.5, 3 KW @ 97, COUNTRY	MBS, US 2, $ 18.00 (Southern)		(SALEM)	Lloyd Gochenour
WKZZ-F, 100.1, .7 KW @ 620, CHR	US 1, CBS, $ 15.00 (Republic)	Bahakel	(LYNCHBURG)	Al Augustine
WPVR-F, 94.9, 100 KW @ 1980, BTFL/EZ	, $ 35.00 (HNWH)	Gibbons		Terry Gibbons
WROV-F, 96.3, 100 KW @ 600, AOR	ABC R, $ 30.00 (HNWH)	Joyner	(MARTINSVILLE)	Mike Slenski
WSLQ-F, 99.1, 200 KW @ 1985, AC	ABC F, $ 40.00 (Katz)	Mel Wheeler		Herm Reavis
WXLK-F, 92.3, 93 KW @ 2050, CHR	US 1, $ 80.00 (Torbet)	Coleman		Al Casey
WXYU-F, 101.7, 3 KW @ 300, AOR	TRNSTR, $ 13.00 (K & P)		(LYNCHBURG)	Denny Dee Royer
WYYD-F, 107.9, 20 KW @ 1720, COUNTRY	MBS, $ 37.00 (Eastman)		(AMHERST)	Barb Rexrode

WQOK -- See Raleigh

ROCHESTER

Arbitron Rank/Pop (12+): 43/832,200

MSA Rank/Pop: 47/983,200
ADI # 72
Average Person Ratings: 17.7
Market TSL: 23.00 hours

Stations: 16/13
Diaries: 1084/768:1/50.3%
Sample Target: 1130
% Below Line: 2.2
% Not Listed: 13.6

1988 Revenue: $24,500,000
HH Inc.: $38,832
Retail $: 6.8 Bil
Pop per Station: 64,015
#1 Biller: WVOR-F $5,300,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WCMF-F (AOR)	257/17.4	15.3	17.1	16.5	16.0	16.6	289/2720	2394/28.8	28.9	27.1	98	16.3	243	2270	WCMF-F
2. WPXY-AF (CHR)	171/11.6	10.9	12.5	14.5	13.4	12.4	184/2630	2400/28.8	29.3	30.3	81	14.7	217	2820	WPXY-AF
3. WVOR-F (AC)	163/11.0	9.0	9.2	8.2	9.6	9.4	170/2148	1987/23.9	22.2	24.0	133	8.9	132	1697	WVOR-F
4. WBEE-F (C)	131/ 8.9	8.5	9.6	7.9	11.3	8.7	161/1732	1364/16.4	15.5	16.4	120	7.8	116	916	WBEE-F
5. WHAM (MOR)	129/ 8.7	9.5	8.5	8.9	10.7	8.9	143/1975	1696/20.4	19.1	21.4	68	10.2	152	1527	WHAM
6. WDKX-F (B)	91/ 6.2	5.2	4.6	4.6	3.9	5.1	91/873	873/10.5	10.4	7.5	77	9.8	146	1149	WDKX-F
7. WKLX-F (O)	85/ 5.8	6.0	4.3	7.0	4.0	5.8	106/1734	1544/18.6	14.4	13.9	155	4.2	63	991	WKLX-F
8. WRMM-F (AC)	81/ 5.5	6.1	7.8	6.9	6.1	6.6	89/1599	1465/17.6	17.2	16.0	124	4.7	70	1587	WRMM-F
9. WZSH-F (EZ)	70/ 4.7	7.4	5.9	6.2	6.4	6.1	97/1284	947/11.4	10.9	13.6	53	4.2	63	622	WZSH-F
10. WEZO (BB)	43/ 2.9	3.0	3.4	2.2	2.9	2.9	44/631	624/ 7.5	6.6	7.3	59	1.5	23	336	WEZO

12+ FM SHARE (METRO): 84.47% (1077 of 1275) (SPG 86: 82.43%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPXY-AF>>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F	1 WCMF-F	1 WCMF-F>>	1 WCMF-F	1 WCMF-F>	1 WCMF-F>	1 WCMF-F	1 WHAM >>
2 WCMF-F>	2 WVOR-F<	2 WVOR-F	2 WVOR-F>	2 WVOR-F>	2 WDKX-F>	2 WPXY-AF<	2 WVOR-F>	2 WPXY-AF<	2 WPXY-AF>	2 WZSH-F
3 WDKX-F>>	3 WPXY-AF	3 WPXY-AF	3 WBEE-F	3 WBEE-F	3 WVOR-F	3 WVOR-F<	3 WBEE-F	3 WVOR-F	3 WHAM <	WCMF-F
4	4 WDKX-F	4 WBEE-F	4 WPXY-AF	4 WPXY-AF	4 WRMM-F<	4 WHAM >	4 WPXY-AF	4 WBEE-F>	4 WDKX-F	4 WKLX-F<
5	5 WRMM-F	5 WKLX-F<	5 WKLX-F	5 WKLX-F	5 WPXY-AF	5 WBEE-F	5 WKLX-F	5 WHAM <	5 WBEE-F	5 WBEE-F
6	6	6 WDKX-F	6 WRMM-F	6	6	6	6 WRMM-F	6 WDKX-F<	6	6
		7 WRMM-F						7 WKLX-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WCMF-F>>	1 WCMF-F>	1 WVOR-F	1 WVOR-F<	1 WVOR-F>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>>
2 WPXY-AF>	2 WPXY-AF<	2 WCMF-F	2 WCMF-F	2 WBEE-F	2 WDKX-F>	2 WDKX-F>	2 WVOR-F	2 WDKX-F<	2 WVOR-F
3 WVOR-F>	3 WVOR-F>	3 WPXY-AF	3 WPXY-AF	3 WPXY-AF	3 WPXY-AF>	3 WVOR-F	3 WRMM-F	3 WVOR-F	3 WKLX-F
4 WRMM-F	4 WRMM-F	4 WKLX-F	4 WBEE-F>	4 WKLX-F	4 WVOR-F	4 WRMM-F<	WDKX-F	4 WPXY-AF	4 WBEE-F
5 WDKX-F	5 WKLX-F	5 WRMM-F	5 WRMM-F	5 WCMF-F	5 WRMM-F	5 WPXY-AF	5 WKLX-F	5 WKLX-F	5 WHAM
6 WBEE-F	6 WBEE-F	6 WBEE-F	WKLX-F	6 WRMM-F	6	6 WKLX-F	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP	4 (1)	179 (2)	183 (3)	14.4	16.5
AOR/CLASSIC		266 (2)	266 (2)	20.9	18.7
AC/OLDIES/SOFT ROCK		329 (3)	329 (3)	25.8	23.4
MOR/VARIETY	129 (1)		129 (1)	10.1	12.1
COUNTRY	9 (1)	131 (1)	140 (2)	11.0	13.5
BLACK/URBAN		91 (1)	91 (1)	7.1	4.5
BEAUTIFUL/EASY		70 (1)	70 (1)	5.5	7.3
NEWS/TALK					
NOSTALGIA	43 (1)		43 (1)	3.4	3.3
RELIGION/GOSPEL	13 (1)		13 (1)	1.0	0.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		11 (1)	11 (1)	0.9	
UNKNOWN/OTHERS					
	198 (5)	1077 (11)	1275 (16)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBBF	950	Rochester	0.6/3.8
WWWG	1460	Rochester	0.9/3.6
WBMW-F	107.7	Weathersfield	0.7/2.4
WGR -F	96.9	Buffalo	0.6/1.5
WMJQ-F	102.5	Buffalo	0.8/2.9

RADIO STATIONS

WBBF, 950, 1 KW (DA-2)	, COMBINATION WITH WBEE-F				
WEZO, 990, 5 KW/2.5 KW (DA-2)	, NOSTALGIA	ABC I, $	22.00 (Christal)	Atlantic Ventures	Jay Meyers
WHAM, 1180, 50 KW	, MOR	CBS, TALKNT, $	59.00 (Mc-Guild)	Lincoln	Jack Murphy
WWWG, 1460, 5 KW (DA-2)	, RELIGION	, $	12.00 (---)	Brandon	Sue Bahner
WBEE-F, 92.5, 50 KW @ 500	, COUNTRY	US 2, $	60.00 (Katz)	Heritage	Carolyn Merz
WXMF-F, 96.5, 50 KW @ 457	, AOR	, $	95.00 (Torbet)	Stoner	Suzanne McDonald
WDKX-F, 103.9, 1 KW @ 500	, BLACK	NBN, $	26.00 (Roslin)		A. Langston
WKLX-F, 98.9, 37 KW @ 560	, OLDIES	, $	48.00 (Durpetti)		Wachs & Dodenhof
WPXY-F, 97.9, 50 KW @ 456	, CHR	, $	78.00 (MMR)	Pyramid	Bill Schoenig
WRMM-F, 101.3, 27 KW @ 637	, SOFT AC	ABC E, $	50.00 (Christal)	Atlantic Ventures	Joy Myers
WVOR-F, 100.5, 50 KW @ 490	, AC	, $	106.00 (Mc-Guild)	Lincoln	Jack Palvino
WZSH-F, 95.1, 11 KW @ 993	, BTFL/EZ	, $	29.00 (Republic)	(BRISTOL CENTER)	James Doyle

ROCKFORD

Arbitron Rank/Pop (12+): 141/231,700
MSA Rank/Pop: 157/280,900
ADI # 140
Average Person Ratings: 16.5
Market TSL: 21.75 hours

Stations: 22/11
Diaries: 679/341:1/54.5%
Sample Target: 610
% Below Line: 9.1
% Not Listed: 10.7

1988 Revenue: $7,300,000
HH Inc.: $34,346
Retail $: 2.0 Bil
Pop per Station: 21,063
#1 Biller: WROK $2,200,000

12+ METRO		1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WZOK-F	(CHR)	69/18.0	----	20.7	----	23.0	----	103/1543	862/37.2	34.8	35.0	88	25.8	95	1052	WZOK-F
2. WKMQ-F	(O)	61/15.9	----	13.0	----	3.4	----	74/903	642/27.7	24.1	11.2	166	11.1	41	515	WKMQ-F
3. WROK	(MOR)	49/12.8	----	16.6	----	17.0	----	49/730	722/31.2	36.4	37.2	87	10.9	40	518	WROK
4. WYBR-F	(AOR)	30/ 7.8	----	6.4	----	8.0	----	54/507	382/16.5	14.7	15.2	68	11.7	43	585	WYBR-F
5. WGN	(N/T)	20/ 5.2	----	8.0	----	9.5	----	52/861	353/15.2	15.9	17.7	112	7.9	29	340	WGN
6. WKKN	(C)	17/ 4.4	----	2.8	----	2.9	----	18/167	139/ 6.0	6.9	7.8	77	1.1	4	94	WKKN
7. WRWC-F	(AC)	15/ 3.9	----	5.0	----	6.3	----	22/303	198/ 8.5	11.4	14.2	97	1.6	6	139	WRWC-F
8. WRRR	(BB)	14/ 3.7	----	----	----	1.1	----	15/153	138/ 6.0	1.8	1.3	27	0.8	3	60	WRRR
9. WQFL-F	(REL)	13/ 3.4	----	3.0	----	2.9	----	17/251	186/ 8.0	7.1	7.7	141	5.2	19	291	WQFL-F
10. WSJY-F	(EZ)	9/ 2.3	----	3.9	----	4.9	----	14/247	130/ 5.6	7.0	8.6	83	2.2	8	203	WSJY-F

12+ FM SHARE (METRO): 62.87% (215 of 342) (SPG 88: 63.19%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZOK-F>>	1 WZOK-F>	1 WKMQ-F	1 WKMQ-F>>	1 WKMQ-F>>	1 WROK	1 WROK	1 WKMQ-F	1 WZOK-F	1 WZOK-F>	1 WZOK-F>
2	2 WYBR-F	2 WZOK-F>	2 WZOK-F>	2 WZOK-F>	2 WKMQ-F>>	2 WZOK-F	2 WZOK-F>	2 WKMQ-F>	2 WKMQ-F	2 WROK
3	WKMQ-F>>	3 WYBR-F	3 WROK	3 WROK	3 WGN	3 WKMQ-F>>	3 WROK >	3 WROK	3 WYBR-F>	WKMQ-F
4	4 WRWC-F	4 WROK	4	4	4 WZOK-F	4	4 WYBR-F	4 WYBR-F	4 WROK	4 WGN
5	WQFL-F	5	5	5	WKKN	5	5 WRWC-F	5	5	WYBR-F>>

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZOK-F>>	1 WZOK-F>>	1 WZOK-F	1 WZOK-F	1 WKMQ-F	1 WYBR-F>>	1 WYBR-F>	1 WKMQ-F	1 WKMQ-F>>	1 WKMQ-F>>
2 WYBR-F	2 WKMQ-F>	WKMQ-F>>	2 WKMQ-F>>	2 WZOK-F>	2 WZOK-F>>	2 WZOK-F	2 WZOK-F>	2 WYBR-F	2 WZOK-F
WKMQ-F>	3 WYBR-F>	3 WYBR-F	3 WROK >	3 WROK >>	3 WLUV-AF	3 WKMQ-F>	3 WYBR-F	3 WZOK-F>	3 WROK >
4 WRWC-F>>	4 WQFL-F	4 WQFL-F	4 WYBR-F	4	WKMQ-F>>	4 WRWC-F	WRWC-F>	4 WROK	4 WGN
5	5	5	5	5	5	5	5 WQFL-F	5	5

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		71 (2)	71 (2)	20.8	24.8
AOR/CLASSIC		30 (1)	30 (1)	8.8	7.1
AC/OLDIES/SOFT ROCK	4 (1)	76 (2)	80 (3)	23.4	20.6
MOR/VARIETY	55 (3)		55 (3)	16.1	19.0
COUNTRY	17 (1)	6 (1)	23 (2)	6.7	5.2
BLACK/URBAN		3 (1)	3 (1)	0.9	
BEAUTIFUL/EASY		11 (2)	11 (2)	3.2	5.2
NEWS/TALK	36 (4)		36 (4)	10.5	13.5
NOSTALGIA	14 (1)		14 (1)	4.1	
RELIGION/GOSPEL		13 (1)	13 (1)	3.8	3.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	1 (1)	5 (1)	6 (2)	1.8	1.2
	127 (11)	215 (11)	342 (22)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBEL	1380	South Beloit	1.0/1.7
WAUR	930	Sandwich	0.5/1.3
WBBM	780	Chicago	1.3/9.3
WDEK-F	92.5	Dekalb	0.5/5.1
WEKZ-F	93.7	Monroe	0.5/2.2
WGCI-F	107.5	Chicago	0.8/2.8
WJVL-F	99.9	Janesville	1.6/5.6
WLS	890	Chicago	1.0/6.1
WLUP	1000	Chicago	1.3/3.2
WMAQ	670	Chicago	1.6/4.6

RADIO STATIONS

WKKN,	1150,	1 KW (DA-1)	, COUNTRY	ABC I, $ 16.00 (HNWH)	Midwest Family	Duane Daniels
WROK,	1440,	5 KW/500W (DA-D)	, MOR	ABC C, $ 41.00 (Mc-Guild)		John Nolte
WRRR,	1330,	1 KW/91W (DA-1)	, NOSTALGIA	SOURCE, $ 14.00 (Banner)		---
WKMQ-F,	95.3,	1 KW @ 515,	OLDIES	ABC R, $ 27.00 (HNWH)	Midwest Family	Duane Daniels
WQFL-F,	100.9,	3 KW @ 300,	RELIGION	UPI, $ 14.00 (---)		Barry Armstrong
WRWC-F,	103.1,	3 KW @ 300,	SOFT AC	, $ 17.00 (Roslin)		Bill Dommer
WYBR-F,	104.9,	3 KW @ 300,	AOR	, $ 21.00 (Banner)		---
WZOK-F,	97.5,	50 KW @ 433,	CHR	, $ 45.00 (Mc-Guild)		John Nolte

WGN - See Chicago; WSJY - See Madison

MISCELLANEOUS COMMENTS: WYBR-F changes calls to WRRR (Sep.88)...WRRR changes to NOSTALGIA (Sept 88)...WRRR, WYBR-F sold by Communications Partners for $1,350,000 (Blackburn).

SACRAMENTO

Arbitron Rank/Pop (12+): 31/1157300
MSA Rank/Pop: 34/1352100
ADI # 20
Average Person Ratings: 16.8
Market TSL: 22.50 hours

Stations: 25/20
Diaries: 1228/942:1/50.8%
Sample Target: 1240
% Below Line: 5.8
% Not Listed: 12.8

1988 Revenue: $47,200,000
HH Inc.: $35,054
Retail $: 10.1 Bil
Pop per Station: 57,865
#1 Biller: KRAK-AF $9,300,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KFBK (N)	180/ 9.3	8.2	8.8	8.8	7.8	8.8	240/2853	2129/18.4	19.0	17.6	67	8.0	160	1734	KFBK
2. KCTC-F (EZ)	154/ 7.9	8.3	7.0	7.5	8.7	7.7	181/2004	1599/13.8	14.5	16.0	87	6.5	130	962	KCTC-F
3. KSFM-F (CHR)	143/ 7.4	6.0	5.2	5.6	6.2	6.1	170/3075	2393/20.7	19.0	18.4	88	6.3	126	2310	KSFM-F
4. KRAK-F (C)	136/ 7.0	7.6	7.1	9.0	5.5	7.7	239/2513	1639/14.2	15.0	14.2	123	7.4	147	1708	KRAK-F
5. KXOA-F (AC)	135/ 6.9	6.1	5.9	6.8	6.9	6.4	151/2421	1973/17.0	18.2	15.8	138	5.7	114	1632	KXOA-F
6. KZAP-F (AOR)	116/ 6.0	5.5	5.2	6.2	7.3	5.7	152/2255	1674/14.6	13.5	15.7	150	6.9	138	1886	KZAP-F
7. KRXQ-F (AOR)	112/ 5.8	7.1	5.8	5.8	5.8	6.1	122/1846	1585/13.7	13.6	11.9	71	12.0	240	1846	KRXQ-F
8. KHYL-F (O)	99/ 5.1	3.8	5.1	4.2	4.1	4.5	120/1875	1520/13.1	13.4	10.6	149	5.0	100	1661	KHYL-F
9. KRAK (C)	84/ 4.3	4.1	4.2	3.5	3.4	4.0	155/1702	925/ 8.0	9.5	7.7	74	3.0	59	710	KRAK
10. KQPT-F (J/NA)	80/ 4.1	6.4	7.0	4.3	2.7	5.4	85/1416	1319/11.4	14.1	5.7	156	4.7	94	1144	KQPT-F
11. KWOD-F (CHR)	73/ 3.8	3.7	4.1	3.5	4.6	3.8	103/2254	1475/12.7	15.1	15.5	84	3.6	72	1212	KWOD-F
12. KAER-F (AC)	67/ 3.4	3.7	3.3	3.0	3.1	3.3	75/1466	1225/10.6	10.1	9.6	118	2.3	46	936	KAER-F
13. KROY-F (CHR)	61/ 3.1	4.8	5.5	5.3	5.4	4.7	75/1833	1454/12.6	15.2	15.1	65	6.5	129	1472	KROY-F
14. KGNR (AC)	37/ 1.9	1.2	1.4	1.5	1.4	1.5	43/712	627/ 5.4	5.9	5.2	89	0.7	14	1433	KGNR
15.															

12+ FM SHARE (METRO): 70.87% (1202 of 1696) (SPG 88: 67.73%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KSFM-F>>	1 KRXQ-F<	1 KXOA-F	1 KZAP-F	1 KXOA-F	1 KFBK	1 KFBK >	1 KCTC-F<	1 KCTC-F	1 KSFM-F	1 KFBK >>
2 KRXQ-F	2 KSFM-F	2 KZAP-F	KXOA-F	2 KZAP-F	2 KCTC-F>	2 KSFM-F	2 KFBK	2 KXOA-F	2 KRXQ-F>	2 KGO
3 KWOD-F	3 KZAP-F	3 KRAK-F<	3 KRAK-F<	3 KRAK-F	3 KRAK-F>	3 KRAK-F	3 KXOA-F	KSFM-F<	3 KWOD-F<	3 KSFM-F
4 KROY-F>>	4 KXOA-F	4 KSFM-F	4 KHYL-F	4 KHYL-F	4 KXOA-F	4 KCTC-F<	4 KRAK-F	4 KRAK-F	4 KFBK	KRAK-F
5	5 KWOD-F	5 KRXQ-F	5 KSFM-F	5 KCTC-F	5 KRAK	5 KXOA-F	5 KZAP-F>	5 KFBK	5 KROY-F	5 KQPT-F
6	6 KAER-F	6 KHYL-F	6 KQPT-F	6 KSFM-F<	6 KHYL-F	6 KZAP-F	6 KSFM-F	6 KZAP-F	6 KRAK-F<	KHYL-F<
7	7 KRAK-F	7 KQPT-F	7 KCTC-F	7 KQPT-F<	7 KQPT-F	7 KRXQ-F	KHYL-F<	KRXQ-F	7 KCTC-F	7 KCTC-F
	KHYL-F		8 KFBK	8 KFBK	8 KZAP-F		8 KRXQ-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRXQ-F	1 KSFM-F<	1 KSFM-F<	1 KXOA-F>	1 KXOA-F>	1 KRXQ-F>	1 KZAP-F<	1 KZAP-F>	1 KZAP-F>	1 KZAP-F
2 KWOD-F	2 KXOA-F>	2 KXOA-F>	2 KSFM-F	2 KCTC-F	2 KSFM-F>	2 KRXQ-F>	2 KRXQ-F	2 KRXQ-F<	2 KRAK-F
KROY-F	3 KRXQ-F	3 KZAP-F	3 KRAK-F	3 KSFM-F	3 KZAP-F	3 KSFM-F	3 KWOD-F	3 KRAK-F	3 KHYL-F
4 KXOA-F	4 KWOD-F<	4 KHYL-F	KCTC-F	4 KRAK-F	KRAK	4 KWOD-F	KHYL-F	4 KHYL-F	4 KQPT-F
KSFM-F	5 KROY-F	5 KCTC-F>	5 KAER-F	5 KHYL-F	5 KNBR	5 KRAK-F<	5 KSFM-F<	5 KSFM-F	5 KFBK
6 KAER-F	6 KZAP-F	6 KQPT-F	6 KHYL-F<	6 KFBK	6 KROY-F	6 KHYL-F	6 KRAK-F	6 KQPT-F	6 KXOA-F<
7 KRAK-F>>	KAER-F	7 KRXQ-F	7 KRXQ-F	7 KQPT-F<	KAER-F	7 KAER-F	KQPT-F	7 KXOA-F	7 KSFM-F<
				8 KZAP-F					8 KRXQ-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		283 (4)	283 (4)	16.7	18.5
AOR/CLASSIC		228 (2)	228 (2)	13.4	14.7
AC/OLDIES/SOFT ROCK	43 (2)	321 (4)	364 (6)	21.5	20.2
MOR/VARIETY	35 (1)		35 (1)	2.1	1.8
COUNTRY	84 (1)	136 (1)	220 (2)	13.0	9.9
BLACK/URBAN					
BEAUTIFUL/EASY		154 (1)	154 (1)	9.1	9.7
NEWS/TALK	236 (4)		236 (4)	13.9	10.8
NOSTALGIA	29 (1)		29 (1)	1.7	3.9
RELIGION/GOSPEL	14 (1)		14 (1)	0.8	2.7
SPANISH	34 (1)		34 (1)	2.0	2.2
CLASSICAL	19 (1)		19 (1)	1.1	0.9
JAZZ/NEW AGE		80 (1)	80 (1)	4.7	3.0
UNKNOWN/OTHERS					1.6
	494 (12)	1202 (13)	1696 (25)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KFIA	710	Carmichael	0.7/2.3
KRCX	1110	Roseville/Scrmn	1.7/1.9
KSAC	1240	Sacramento	1.0/2.9
KSMJ	1380	Sacramento	0.3/2.2
KXOA	1470	Sacramento	0.7/2.8
KYLO-F	105.5	Davis/Sacrament	1.0/2.4
KCBS	740	San Francisco	0.4/2.2
KFRC	610	San Francisco	1.5/3.6
KGO	810	San Francisco	1.8/4.5
KMEL-F	106.1	San Francisco	0.3/1.8
KNBR	680	San Francisco	1.8/5.6

AM STATIONS

KFBK,	1530,	50 KW (DA-2)	NEWS	NBC, ABC I,	$ 100.00 (Group W)	Westinghouse	Rick Eytcheson
KFIA,	710,	10 KW/250 W(DA-2)	RELIGION		$ 24.00 (---)		Jamie Clark
KGNR,	1320,	5 KW (DA-2)	NOSTALGIA	CBS,	$ 30.00 (Christal)	Tribune Co.	Doug Stewart
KRAK,	1140,	50 KW (DA-2)	COUNTRY		$ 72.00 (Katz)	EZ	John Winkel
KRCX,	1100,	5 KW/500 W(DA-2)	HISPANIC		$ 42.00 (Lotus)	Fuller-Jeffrey	Ramsey Elliott
KSAC,	1240,	1 KW	CLASSICAL		$ 32.00 (CMBS)		---
KSMJ,	1380,	5 KW (DA-2)	OLDIES	SMN,	$ 28.00 (MMR)	Booth/Genesis	Jerry McKerna
KXOA,	1470,	5 KW/1 KW (DA-2)	NEWS/TALK		$ 35.00 (Banner)	Brown	John Geary

FM STATIONS

KAER,	92.5,	50 KW @ 500,	AC		$ 55.00 (Group W)	Westinghouse		Rick Eytcheson
KCTC,	96.1,	50 KW @ 476,	BTFL/EZ		$ 88.00 (Christal)	Tribune Co.		Doug Stewart
KHYL,	101.1,	36 KW @ 567,	OLDIES		$ 40.00 (Eastman)	Parker	(PAUBURN)	John Buckley
KQPT,	100.5,	115 KW @ 380,	JAZZ/NAC	SOURCE,	$ 95.00 (Republic)	Duchossois		Henry Grambergu
KRAK,	105.1,	50 KW @ 500,	COUNTRY		$ 110.00 (Katz)	EZ		John Winkel
KROY,	96.9,	50 KW @ 500,	CHR	SOURCE,	$ 60.00 (Christal)	Great American		---
KRXQ,	93.7,	25 KW @ 306,	AOR		$ 70.00 (Torbet)	Fuller-Jeffrey		Michael John
KSFM,	102.5,	50 KW @ 500,	CHR		$ 90.00 (MMR)	Booth/Gen.	(WOODLAND)	Jerry McKenna
KWOD,	106.5,	50 KW @ 310,	CHR	RADRAD ABC F,	$ 59.00 (CBS)			Ed Stolz
KXOA,	107.9,	50 KW @ 420,	AC/OLDIES		$ 124.00 (Banner)	Brown		John Geary
KZAP,	98.5,	50 KW @ 495,	AOR		$ 94.00 (Mc-Guild)	Nationwide		Tom Weidle

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

SAGINAW-BAY CITY-MIDLAND

Arbitron Rank/Pop (12+): 105/327,100
MSA Rank/Pop: 116/402,400
ADI #59 (w/Flint)
Average Person Ratings: 18.2
Market TSL: 24.25 hours

Stations: 19/12
Diaries: 770/425:1/57.4%
Sample Target: 740
% Below Line: 3.9
% Not Listed: 11.8

1988 Revenue: $9,600,000
HH Inc.: $32,341
Retail $: 2.9 Bil
Pop per Station: 27,258
#1 Biller: WIOG-F $3,500,000

12+ METRO		1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WIOG-F	(CHR)	143/24.1	30.1	24.3	29.9	33.8	----	375/3886	1372/41.9	44.5	51.8	92	32.7	225	1743	WIOG-F
2. WHNN-F	(AC)	66/11.1	11.0	13.7	7.7	10.6	----	105/1465	791/24.2	27.5	23.4	134	10.9	75	881	WHNN-F
3. WSGW	(MOR)	63/10.6	10.8	13.3	15.0	14.2	----	78/873	634/19.4	22.2	25.2	82	6.5	45	538	WSGW
4. WKCQ-F	(C)	56/ 9.4	12.5	10.8	8.7	10.9	----	113/1298	670/20.5	22.9	21.7	118	12.8	88	705	WKCQ-F
5. WKQZ-F	(AOR)	51/ 8.6	7.8	8.3	7.3	5.6	----	93/929	533/16.3	15.8	11.8	115	9.4	65	761	WKQZ-F
6. WTLZ-F	(B)	49/ 8.2	3.4	2.5	2.8	2.1	----	55/507	316/ 9.7	4.4	4.5	82	5.5	38	536	WTLZ-F
7. WGER-F	(EZ)	33/ 5.6	6.1	6.6	8.9	6.7	----	41/499	444/13.6	14.2	14.7	89	4.2	29	358	WGER-F
8. WJR	(MOR)	13/ 2.2	2.2	1.8	3.8	2.6	----	97/1486	233/ 7.1	7.2	6.8	55	1.5	10	210	WJR
9. WSAM	(O)	9/ 1.5	1.5	2.1	1.6	1.7	----	12/197	178/ 5.4	6.1	6.5	153	1.3	9	157	WSAM
10. WXOX	(O)	8/ 1.3	1.0	0.9	1.0	0.7	----	8/146	133/ 4.1	3.3	3.7	154	0.7	5	119	WXOX

12+ FM SHARE (METRO): 80.15% (420 of 524) (SPG 88: 76.10%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIOG-F>>	1 WIOG-F>>	1 WIOG-F>>	1 WIOG-F>	1 WIOG-F>	1 WSGW >	1 WIOG-F>>	1 WIOG-F>>	1 WIOG-F>>	1 WIOG-F>>	1 WIOG-F<
2	2 WHNN-F	2 WHNN-F>	2 WHNN-F>	2 WHNN-F>	2 WKCQ-F	2 WSGW	2 WHNN-F>	2 WSGW	2 WTLZ-F	2 WHNN-F>
3	3 WKQZ-F>	3 WKQZ-F>	3 WKQZ-F	3 WKCQ-F	WIOG-F>	3 WHNN-F	3 WKCQ-F<	WKQZ-F	3 WKQZ-F	3 WTLZ-F
4	4 WTLZ-F	4 WKCQ-F	4 WKCQ-F	4 WKQZ-F	4 WGER-F	4 WKCQ-F	4 WSGW	4 WKCQ-F<	4 WSGW	4 WKCQ-F
5	5	5 WTLZ-F	5	5	5	5	5	5 WHNN-F	5	5 WSGW

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WIOG-F>>	1 WIOG-F>>	1 WIOG-F	1 WIOG-F>>	1 WIOG-F>
2 WHNN-F>>	2 WHNN-F>>	2 WHNN-F>>	2 WHNN-F>>	2 WHNN-F>
3 WTLZ-F>	3 WTLZ-F>	3 WTLZ-F>	3 WTLZ-F	3 WKCQ-F
4	4 WKQZ-F	4 WKQZ-F	WKCQ-F	4 WTLZ-F
5	5	5	5	WSGW

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIOG-F>>	1 WIOG-F	1 WIOG-F	1 WIOG-F>	1 WIOG-F>
2 WKQZ-F>	2 WKQZ-F>	2 WKQZ-F>	2 WKQZ-F	2 WKQZ-F
3 WTLZ-F>	3 WHNN-F	3 WHNN-F	3 WHNN-F>	3 WHNN-F<
4 WHNN-F>	4 WTLZ-F	4 WKCQ-F	4 WKCQ-F	4 WKCQ-F
5	5 WKCQ-F>>	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		143 (1)	143 (1)	27.3	26.2
AOR/CLASSIC		57 (2)	57 (2)	10.9	10.3
AC/OLDIES/SOFT ROCK	17 (2)	75 (3)	92 (5)	17.5	18.9
MOR/VARIETY	80 (3)		80 (3)	15.3	18.7
COUNTRY		63 (3)	63 (3)	12.0	14.1
BLACK/URBAN		49 (1)	49 (1)	9.4	2.7
BEAUTIFUL/EASY		33 (1)	33 (1)	6.3	7.1
NEWS/TALK					
NOSTALGIA	5 (1)		5 (1)	1.0	1.3
RELIGION/GOSPEL	2 (1)		2 (1)	0.4	0.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	104 (7)	420 (11)	524 (18)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBCM	1440	Bay City/Sagnw	0.3/1.9
WKNX	1210	Saginaw	0.8/2.9
WLPS-F	100.9	Pinconning/Sag	0.5/3.5
WCEN-F	94.5	Mt. Pleasant	0.3/3.2
WCRZ-F	107.9	Flint	1.0/3.1
WFDF	910	Flint	0.7/2.4
WKJC-F	104.7	Tawas City	
WWCK	1570	Flint	
WWCK-F	105.5	Flint	1.0/2.9
WWWW-F	106.7	Detroit	0.8/2.0

RADIO STATIONS

WSAM, 1400, 1 KW (DA-2) , OLDIES	ABC D, $ 16.00 (Christal)	MacDonald	Ken MacDonal
WSGW, 790, 5 KW/1 KW (DA-2) , MOR	NBC, MBS, $ 39.00 (Katz)	Booth	John Casey
WXOX, 1250, 1 KW (DAYS) , OLDIES	, $ 14.00 (---)		Don Mayle
WGER-F, 106.3, 3 KW @ 325, EZ	, $ 30.00 (Mc-Guild)		Jack Fitzgerald
WHNN-F, 96.1, 100 KW @ 1032, AC	US 2, $ 43.00 (Republic)	Liggett	Dan Stewart
WIOG-F, 102.5, 86 KW @ 870, CHR	ABC C, SOURCE, $ 80.00 (Katz)	Booth	John Casey
WKCQ-F, 98.1, 50 KW @ 500, COUNTRY	ABC D, $ 42.00 (Christal)	MacDonald	Ken MacDonald
WKQZ-F, 93.5, 3 KW @ 300, AOR	US 1, $ 31.00 (Eastman)		Richard Olsen
WTLZ-F, 107.1, 2 KW @ 360, BLACK	SBN, $ 21.00 (Banner)		Cheryl Mayle

ST. LOUIS

Arbitron Rank/Pop (12+): 15/2,037,500

MSA Rank/Pop: 13/2,462,200
ADI # 18

Average Person Ratings: 18.4
Market TSL: 24.0 hours

Stations: 30/30
Diaries: 1945/1048:1/58.6%
Sample Target: 1740
% Below Line: 0.0
% Not Listed: 6.5

1988 Revenue: $65,400,000
HH Inc.: $35,349
Retail $: 16.9 Bil
Pop per Station: 67,916
#1 Biller: KMOX $20,500,000

12+ METRO		1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KMOX	(T)	793/21.2	18.7	17.1	23.5	25.0	20.1	884/9349	8135/39.9	34.3	43.9	66	17.3	664	7371	KMOX
2. KSHE-F	(AOR)	363/ 9.7	8.3	9.9	9.9	9.5	9.4	439/5389	4342/21.3	20.9	19.7	103	13.3	512	5098	KSHE-F
3. KEZK-F	(EZ)	302/ 8.1	7.7	8.4	7.0	6.0	7.8	327/3692	3224/15.8	17.4	14.4	85	5.4	206	2162	KEZK-F
4. WKBQ-F	(CHR)	229/ 6.1	6.4	3.6	3.7	3.2	4.9	269/4262	3656/17.9	14.2	11.6	43	8.9	342	3492	WKBQ-F
5. WIL -F	(C)	217/ 5.8	4.9	5.8	5.3	6.2	5.5	248/3201	2637/12.9	13.2	12.9	129	5.4	206	2359	WIL -F
6. KMJM-F	(B)	212/ 5.7	5.5	6.5	5.6	6.4	5.8	225/2297	2102/10.3	10.8	11.2	89	9.5	364	3054	KMJM-F
7. KLOU-F	(O)	193/ 5.2	7.0	5.8	5.4	4.8	5.8	233/3802	3272/16.1	17.8	18.2	167	4.5	173	2359	KLOU-F
8. KSD -F	(AOR)	192/ 5.1	4.7	6.8	5.6	5.3	5.6	216/3375	3050/15.0	16.4	14.5	141	7.0	270	2893	KSD -F
9. KYKY-F	(AC)	177/ 4.7	5.0	5.1	2.9	4.0	4.4	189/3145	2948/14.5	13.2	11.8	147	4.1	158	2875	KYKY-F
10. KRJY-F	(AC)	95/ 2.5	3.0	3.5	2.5	3.7	2.9	102/1559	1466/ 7.2	11.1	10.2	144	1.1	44	664	KRJY-F
11. KATZ	(B)	77/ 2.1	1.6	2.0	1.6	1.9	1.8	78/936	930/ 4.6	3.9	4.9	124	1.5	56	1172	KATZ
12. KUSA	(C)	74/ 2.0	1.8	1.4	1.7	1.8	1.7	125/1983	1151/ 5.6	5.2	4.7	90	1.5	57	910	KUSA
13. WKKX-F	(C)	66/ 1.8	3.0	2.4	3.0	2.1	2.5	80/1532	1322/ 6.5	6.2	6.5	133	2.0	75	912	WKKX-F
14. KFUO-F	(CL)	59/ 1.6	1.2	1.3	1.1	1.0	1.3	60/1138	1048/ 5.1	5.0	4.1	94	0.3	11	265	KFUO-F
15. KATZ-F	(B)	53/ 1.4	1.0	1.0	1.8	1.0	1.3	53/1156	1156/ 5.7	3.9	4.6	129	1.6	63	1033	KATZ-F
16. KXOK	(T)	45/ 1.2	1.2	1.3	0.6	0.4	1.1	50/1036	901/ 4.4	4.2	2.9	92	0.7	28	450	KXOK
17. KSTZ-F	(AC)	44/ 1.2	1.8	1.6	1.7	1.3	1.6	79/2065	1529/ 7.5	5.6	4.7	100	1.6	60	1581	KSTZ-F
18. WEW	(BB)	37/ 1.0	1.4	0.7	0.8	0.8	1.0	39/491	444/ 2.2	2.0	1.5	40	0.7	26	338	WEW
19.																
20.																

12+ FM SHARE (METRO): 65.18% (2282 of 3501) (SPG 88: 61.29%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKBQ-F>>	1 KSHE-F>	1 KSHE-F>	1 KMOX	1 KMOX >	1 KMOX >>	1 KMOX >>	1 KMOX	1 KMOX >	1 KMOX >>	1 KMOX >>
2 KSHE-F	2 KSD -F	2 KMOX	2 KSHE-F	2 KSHE-F	2 KEZK-F>	2 KSHE-F<	2 KEZK-F	2 KSHE-F>	2 KSHE-F<	2 KMJM-F
3 KMJM-F>>	3 KMJM-F>	3 KSD -F	3 KLOU-F	3 KLOU-F	3 WIL -F>	3 WIL -F	3 KSHE-F>	3 WKBQ-F	3 WKBQ-F	3 KSHE-F
4	4 KYKY-F	4 KLOU-F	4 KSD -F	4 WIL -F	4 KLOU-F	4 KEZK-F	4 KLOU-F<	4 KEZK-F	4 KMJM-F	4 WIL -F
5	5 WKBQ-F	5 KMJM-F	5 KYKY-F	5 KSD -F<	5	5 KSD -F	5 WIL -F<	5 KSD -F<	5	5 KEZK-F>>
6	6 KMOX	6 KYKY-F	6 WIL -F	6 KYKY-F	6	6 KYKY-F	6 KYKY-F	6 KMJM-F<	6	6
7	7 KLOU-F	7 WIL -F	7 KEZK-F	KEZK-F>	7	7	7 KSD -F	7 KLOU-F<	7	7
8	8	8	8 KMJM-F	8 KMJM-F	8	8	8	8 WIL -F	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKBQ-F	1 KSHE-F	1 KSHE-F	1 KSHE-F	1 KMOX >	1 KSHE-F>>	1 KSHE-F>>	1 KSHE-F>	1 KSHE-F>	1 KMOX
KSHE-F<	2 KMJM-F>	2 KMJM-F	2 KMJM-F<	2 KYKY-F	2 KMJM-F	2 KSD -F>	2 KSD -F>	2 KMOX	2 KSHE-F>
3 KMJM-F>>	3 WKBQ-F<	3 KYKY-F	3 KYKY-F	3 WIL -F	3 KSD -F>	3 KMOX <	3 KMOX >	3 KSD -F	3 KLOU-F
4 KSD -F	4 KYKY-F	4 KSD -F>	4 KMOX <	KEZK-F	4 WKBQ-F>>	4 KMJM-F>	4 KYKY-F	4 KLOU-F>	4 KSD -F
5 KYKY-F	5 KSD -F>	5 WKBQ-F	5 KLOU-F	5 KLOU-F	5	5 KYKY-F	5 KLOU-F	5 KMJM-F<	5 WIL -F
6 KRJY-F>	6 KRJY-F	KLOU-F<	6 WKBQ-F	6 KSHE-F	6	6 KLOU-F	6 KMJM-F	6 WIL -F	6 KEZK-F<
7 KSTZ-F	7 KLOU-F	7 WIL -F	7 KSD -F<	7 KMJM-F	7	7	7	7 KYKY-F	7 KYKY-F
8	8	KRJY-F	8 KEZK-F<	8	8	8	8	8	8
			9 WIL -F						

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		229 (1)	229 (1)	6.9	8.5
AOR/CLASSIC		555 (2)	555 (2)	16.7	18.2
AC/OLDIES/SOFT ROCK	26 (1)	354 (5)	380 (6)	11.4	11.5
MOR/VARIETY	16 (1)		16 (1)	0.5	
COUNTRY	101 (2)	283 (2)	384 (4)	11.6	11.8
BLACK/URBAN	104 (2)	265 (2)	369 (4)	11.1	10.0
BEAUTIFUL/EASY		302 (1)	302 (1)	9.1	6.4
NEWS/TALK	838 (2)		838 (2)	25.2	27.0
NOSTALGIA	58 (2)		58 (2)	1.7	2.7
RELIGION/GOSPEL	43 (2)	28 (1)	71 (3)	2.1	1.6
SPANISH					
CLASSICAL		59 (1)	59 (1)	1.8	1.1
JAZZ/NEW AGE		30 (1)	30 (1)	0.9	0.7
UNKNOWN/OTHERS	33 (2)		33 (2)	1.0	0.4
	1219 (14)	2105 (16)	3324 (30)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KGLD	1380	St. Louis	0.7/3.5
KIRL	1460	St. Charles/StL	0.6/1.5
KLTH-F	97.1	Florissant/St.L	0.8/2.7
KSIV	1320	Clayton/St. L.	0.6/1.9
KSTL	690	St. Louis	0.3/1.1
WCBW-F	104.9	Columbia/St. L.	0.7/2.9
WESL	1490	E. St. Louis	0.7/1.8
WGNU	920	Granite City	0.6/1.7
WIBV	1260	Belleville	0.4/1.6
WIL	1430	St. Louis	0.7/3.4
WKLL	590	Wood River/St.L	0.6/1.7
WSNL-F	101.1	E./St.Louis/StL	0.6/3.4

AM STATIONS

KATZ	1600	5 KW (DA-N)	BLACK	NBN	$ 45.00 (K & P)	Interurban	Charles Richards
KGLD	1380	5 KW/1 KW (DA-2)	OLDIES	US 1	$ 35.00 (Katz)	Chase	Fran Sharp
KMOX	1120	50 KW	TALK	CBS	$ 325.00 (CBS)	CBS	Bob Hyland
KSIV	1320	5 KW/125 W(DA-2)	RELIGION		$ 18.00 (---)	Bott	Richard Bott
KXEN	1010	50 KW (DAYS, DA)	RELIGION		$ 13.00 (---)	Mid American Gospel	George Spicer
KUSA	550	5 KW (DA-N)	COUNTRY OLDIES	ABC I	$ 50.00 (Mc-Guild)	Gannett	Chris Conway
KXOK	630	5 KW (DA-2)	TALK	SUN, TALKNT	$ 35.00 (HNWH)		Nancy Pool
WESL	1490	1 KW/250 W(DA-1)	BLACK	SBN	$ 25.00 (K & P)		Wendell Hanson
WEW	770	1 KW (DAYS)	NOSTALGIA		$ 27.00 (---)		Charles Stanley
WIL	1430	5 KW (DA-2)	COUNTRY OLDIES	ABC E	$ N/A (Banner)	Heritage	Dick Williams
WKLL	590	1 KW (DA-1)	NOSTALGIA	NBC	$ 40.00 (MMR)	Adams	John Gutbrod

FM STATIONS

KATZ	100.3	50 KW @ 495	BLACK	NBN	$ 37.00 (K & P)	Interurban	Charles Richards
KEZK	102.5	100 KW @ 500	BTFL/EZ		$ 93.00 (MMR)	Adams	John Gutbrod
KFUO	99.1	100 KW @ 557	CLASSICAL	MBS	$ 46.00 (CMBS)		Tom Lauher
KLOU	103.3	100 KW @ 900	OLDIES	CBS	$ 85.00 (CBS)	CBS	Tim Dorsey
LKTH	97.1	100 KW @ 560	JAZZ/NAC		$ 45.00 (HNWH)		Bob Burch
KMJM	107.7	100 KW @ 575	BLACK		$ 95.00 (Christal)	Noble	Linda O'Connor
KRJY	96.3	100 KW @ 540	SOFT AC	NBC	$ 54.00 (Banner)		Richard Miller
KSD	93.7	100 KW @ 850	CLASSIC AOR		$ 100.00 (Mc-Guild)	Gannett	Chris Conway
KSHE	94.7	100 KW @ 1019	AOR		$ 155.00 (HNWH)	Emmis	John Beck
KSTZ	105.7	100 KW @ 285	AC	SOURCE	$ N/A (---)	(ST.GENEVIEVE)	---
KYKY	98.1	100 KW @ 580	AC		$ 125.00 (MMR)	EZ	Karen Carroll
WCBW	104.9	3 KW @ 235	RELIGION		$ 20.00 (---)	Universal	Curt Whippie
WIL	92.3	97 KW @ 900	COUNTRY	ABC E	$ 75.00 (Banner)	Heritage	Dick Williams
WKBQ	106.5	93 KW @ 1015	CHR		$ 73.00 (Katz)	Chase	Fran Sharp
WKKX	104.1	50 KW @ 500	COUNTRY		$ 41.00 (Roslin)	(JERSEY)	
WSNL	101.1	50 KW @ 550	AC	SOURCE	$ 40.00 (Torbet)		Ed Murray

CALL LETTER CHANGES

WMRY-F changes to WSNL (Apr.)

FORMAT CHANGES

WSNL changes from AOR to AC (Apr.)

STATION SALES

WKLL, WEZK-F sold by Adams to Channel One for $14,700,000...KSTZ-F (St. Genevieve) sold by Channel One to Adams for $6,500,000.

SALINAS-MONTEREY-SANTA CRUZ

Arbitron Rank/Pop (12+): 75/487,600
ADI # 106
MSA Rank/Pop: Santa Cruz - NA
Salinas/Monterey - 133/355,600
Average Person Ratings: 17.6
Market TSL: 23.25 hours

Stations: 34/20
Diaries: 939/519:1/51.8%
Sample Target: 860
% Below Line: 5.7
% Not Listed: 6.3

1988 Revenue: $11,500,000
HH Inc.: $38,420
Retail $: 3.6 Bil
Pop per Station: 24,380
#1 Biller: KWAV-F $1,700,000

12+ METRO		1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KDON-F	(CHR)	96/11.2	8.7	8.7	9.2	8.9	9.4	99/1461	1367/28.0	22.0	20.8	61	17.9	155	1440	KDON-F
2. KGO	(N/T)	57/ 6.6	7.9	7.5	7.5	7.6	7.4	61/844	788/16.2	14.4	16.5	58	8.4	73	664	KGO
3. KTOM-AF	(C)	51/ 6.0	7.4	5.8	5.8	5.2	6.3	56/826	788/16.2	10.7	9.8	123	6.6	48	577	KTOM-AF
4. KWSS-F	(CHR)	50/ 5.8	6.3	6.8	8.8	7.3	6.9	54/1083	1017/20.9	19.4	18.7	66	7.7	67	1145	KWSS-F
5. KBAY-F	(EZ)	42/ 4.9	5.9	3.4	4.0	5.3	4.6	44/542	497/10.2	9.3	10.0	78	2.7	23	287	KBAY-F
6. KMBY-F	(AOR)	41/ 4.8	5.3	5.0	4.2	4.2	4.8	41/590	590/12.1	11.9	11.4	123	8.5	74	716	KMBY-F
7. KWAV-F	(AC)	33/ 3.8	5.3	5.9	3.0	3.9	4.5	35/737	725/14.9	14.2	13.1	139	5.5	48	612	KWAV-F
KOCN-F	(AC)	33/ 3.8	4.0	5.2	3.0	3.3	4.0	33/409	409/ 8.4	8.7	9.3	150	3.3	29	318	KOCN-F
KLFA-F	(SP)	33/ 3.8	2.7	1.5	3.5	2.7	2.9	33/230	230/ 4.7	2.8	2.7	100	0.8	7	154	KLFA-F
10. KCTY	(SP)	27/ 3.1	2.1	3.3	3.1	5.7	2.9	27/367	367/ 7.5	5.4	6.6	116	1.5	13	282	KCTY
11. KBOQ-F	(CL)	24/ 2.8	3.8	3.4	2.5	2.2	3.1	25/373	370/ 7.6	8.8	6.6	75	2.8	24	251	KBOQ-F
12. KCBS	(N/T)	23/ 2.7	2.8	2.9	3.4	4.4	3.0	25/416	391/ 8.0	9.5	10.6	63	1.6	14	293	KCBS
13. KLRS-F	(J/NA)	21/ 2.4	2.3	1.6	1.3	3.0	1.9	21/447	440/ 9.0	5.7	8.9	150	2.9	25	366	KLRS-F
14. KNBR	(MOR)	20/ 2.3	1.4	1.1	3.5	2.1	2.1	22/414	397/ 8.1	4.6	7.8	109				KNBR
15. KXDC-AF	(EZ)	17/ 2.0	3.1	4.3	2.3	1.9	2.9	17/255	238/ 4.9	5.7	3.7	55	1.2	10	126	KXDC-AF
KOME-F	(AOR)	17/ 2.0	2.2	1.7	1.0	0.5	1.7	17/192	192/ 3.9	4.7	2.7	160	1.0	9	215	KOME-F
KTGE	(SP)	17/ 2.0	1.4	1.1	3.5	2.2	2.0	17/183	183/ 3.8	3.1	4.3	125	1.8	16	190	KTGE
18.																
19.																

20. 12+ FM SHARE (METRO): 73.01% (587 of 804) (SPG 88: 62.92%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDON-F>>	1 KDON-F>	1 KDON-F>	1 KDON-F<	1 KTOM-AF	1 KGO >	1 KDON-F<	1 KDON-F>	1 KDON-F>	1 KDON-F>	1 KGO
2 KWSS-F>>	2 KMBY-F>	2 KMBY-F	2 KTOM-AF<	2 KDON-F	2 KTOM-AF	2 KGO	2 KGO	2 KWSS-F	2 KWSS-F>	2 KCTY >
3	3 KWSS-F	3 KWSS-F	3 KMBY-F	3 KMBY-F<	KBAY-F>	3 KTOM-AF	3 KMBY-F	3 KGO <	3 KGO <	3 KMEL-F
4	KLFA-F	4 KLFA-F<	4 KOCN-F	4 KOCN-F	4 KWAV-F	4 KWSS-F	4 KTOM-AF	4 KTOM-AF	4 KTOM-AF	KBOQ-F
5	5	5 KTOM-AF	5 KWAV-F	5 KWAV-F	KBOQ-F	5 KMBY-F	5 KBAY-F	5 KOCN-F<	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KDON-F>>	1 KDON-F>>	1 KDON-F	1 KDON-F>	1 KTOM-AF	1 KDON-F	1 KMBY-F	1 KMBY-F>>	1 KMBY-F	1 KMBY-F>
2 KWSS-F>	2 KWSS-F	2 KOCN-F>	2 KWSS-F	2 KDON-F	2 KLFA-F	2 KDON-F	2 KSJO-F	2 KDON-F	2 KTOM-AF
3 KTOM-AF>	3 KTOM-AF	3 KWSS-F	3 KTOM-AF<	3 KOCN-F	3 KMBY-F	3 KLFA-F>	KOME-F	3 KLFA-F>	KDON-F
4 KWAV-F>>	KOCN-F	4 KWAV-F	4 KWAV-F	4 KWAV-F	4 KWSS-F	4 KCTY	KDON-F	4 KWSS-F	4 KGO
5	5	KTGE	5 KOCN-F	5 KWSS-F	5 KCTY >>	5 KSJO-F	5 KLFA-F	KCTY	KOCN-F
		KCTY				KOME-F	6 KOCN-F	6 KOME-F	6 KWAV-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		156 (3)	156 (3)	19.4	20.4
AOR/CLASSIC	6 (1)	83 (4)	89 (5)	11.1	8.9
AC/OLDIES/SOFT ROCK	5 (1)	66 (2)	71 (3)	8.8	8.8
MOR/VARIETY	20 (1)		20 (1)	2.5	4.3
COUNTRY	16 (1)	131 (2)	147 (3)	18.3	6.0
BLACK/URBAN					
BEAUTIFUL/EASY	4 (1)	60 (3)	64 (4)	8.0	8.2
NEWS/TALK	88 (3)		88 (3)	10.9	14.6
NOSTALGIA	17 (2)		17 (2)	2.1	2.1
RELIGION/GOSPEL	4 (1)		4 (1)	0.5	0.8
SPANISH	57 (4)	43 (2)	100 (6)	12.4	17.6
CLASSICAL		27 (2)	27 (2)	3.4	2.9
JAZZ/NEW AGE		21 (1)	21 (1)	2.6	3.3
UNKNOWN/OTHERS					2.1
	217 (15)	587 (19)	804 (34)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KHIP-F	93.5	Hollister	1.4/6.6
KKMC	880	Gonzales/Salina	0.5/2.7
KNZS	1540	Capitola	0.9/3.6
KOMY	1340	Watsonville	1.4/3.5
KPIG-F	107.5	Freedom	1.0/3.5
KRAY-F	103.9	Salinas	1.2/3.9
KRKC	1490	King City	0.6/1.1
KZXR	1460	Salinas	0.7/1.9
KABL	960	Oakland	0.0/0.5
KABL-F	98.1	San Francisco	0.6/1.2
KAZA	1290	Gilroy	1.0/2.5
KFRC	610	San Francisco	0.6/2.9
KKHI-F	95.7	San Francisco	0.3/1.3
KLOK	1170	San Jose/SF	0.5/1.7
KMEL-F	106.1	San Francisco	1.2/3.5
KSJO-F	92.3	San Jose	1.5/3.3

RADIO STATIONS

KCTY,	980,	1 KW/247 W (DA-1),	HISPANIC		, $ 23.00 (Lotus)			Martin Kline
KOMY,	1340,	1 KW	, NOSTALGIA	MBS,	$ 12.00 (Radio Time)		(WATSONVILLE)	Phil Rother
KTGE,	1570,	250 W/8 W	, HISPANIC		, $ 13.00 (---)			Humberto Herrera
KBOQ-F,	92.7,	1 KW @ 570,	CLASSICAL		, $ 22.00 (Durpetti)			David Lee
KDON-F,	102.5,	19 KW @ 2270,	CHR		, $ 39.00 (Katz)	Henry		---
KHIP-F,	93.5,	1 KW @ 1500,	CLASSIC AOR		, $ 17.00 (Eastman)		(HOLLISTER)	Mik Benedek
KLFA-F,	93.9,	5 KW @ 667,	HISPANIC		, $ 16.00 (Caballero)		(KING CITY)	Reinaldo Rodrigu
KMBY-F,	107.1,	1 KW @ 1570,	AOR		, $ 32.00 (Banner)			Chet Tart
KOCN-F,	104.9,	1 KW @ 500,	AC	MBS,TRNSTR,	$ 24.00 (Torbet)			Cheryl Pasquier
KPIG-F,	95.9,	3 KW @ 335,	COUNTRY		, $ 17.00 (Republic)		(WATSONVILLE)	---
KRAY-F,	103.9,	3 KW @ 165,	HISPANIC		, $ 23.00 (Lotus)			Martin Kline

KTOM-F,	100.7,	1 KW @ 2575,	COUNTRY	ABC E, $ 30.00 (MMR)	Comm. Service	Charles Banta
KWAV-F,	96.9,	18 KW @ 2500,	AC	APR, $ 35.00 (HNWH)	Buckley	Kathy Baker
KXDC-F,	101.7,	1 KW @ 590,	BTFL/EZ	, $ 15.00 (Christal)		Jack Woods
KLRS-F,	99.1,	1 KW @ 2618,	JAZZ/NAC	, $ 28.00 (Mc-Guild)	Fuller-Jeffrey	---

OTHER RANKED STATIONS -- See San Francisco or San Jose

MISCELLANEOUS COMMENTS: KNZS, KMBY-F sold by Frankhouser to Adams for $3,600,000 (Kalil).

SALISBURY-OC, MD

Arbitron Rank/Pop (12+): 152/206,400
MSA Rank/Pop: NA
Average Person Ratings: 18.2
Market TSL: 24.25 hours

Stations: 19/17
Diaries: 605/341:1/52.2%
Sample Target: 560
% Below Line: 1.1
% Not Listed: 18.9

1988 Revenue: NA
HH Inc.: NA
Retail $: NA
Pop per Station: 12,141
#1 Biller: NA

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WKHI-F (CHR)	47/12.5	----	18.3	----	9.1	----	55/686	564/27.3	31.7	23.7	94				WKHI-F
2. WOCQ-F (CHR)	41/10.9	----	13.2	----	12.4	----	42/463	430/20.8	22.6	22.7	56				WOCQ-F
3. WQHQ-F (AC)	37/ 9.9	----	4.3	----	11.2	----	46/471	377/18.3	15.5	17.3	152				WQHQ-F
WICO-F (C)	37/ 9.9	----	12.6	----	10.6	----	39/371	328/15.9	21.1	19.7	107				WICO-F
5. WGMD-F (EZ)	20/ 5.3	----	4.3	----	6.0	----	22/196	173/ 8.4	6.2	8.8	74				WGMD-F
6. WJDY (B)	19/ 5.1	----	8.0	----	2.4	----	20/302	288/14.0	8.8	6.2	86				WJDY
7. WZBH-F (AOR)	18/ 4.8	----	3.2	----	4.2	----	38/414	236/11.4	10.2	9.5	117				WZBH-F
8. WOVU-F (AC)	16/ 4.3	----	0.9	----	2.7	----	16/223	213/10.3	3.5	5.3	116				WOVU-F
9. WWTR-F (AOR)	11/ 2.9	----	5.4	----	3.6	----	12/162	142/ 6.9	11.6	10.5	134				WWTR-F
10. WLVW-F (AC)	10/ 2.7	----	4.3	----	4.8	----	11/147	129/ 6.3	7.5	8.6	104				WLVW-F
11. WDSD-F (C)	9/ 2.4	----	1.7	----	3.3	----	34/401	155/ 7.5	4.1	7.2	117				WDSD-F
WOLC-F (REL)	9/ 2.4	----	3.2	----	4.5	----	10/192	139/ 6.7	6.9	11.4	92				WOLC-F
13.															
14.															
15.															

12+ FM SHARE (METRO): 87.17% (265 of 304) (SPG 88: 80.97%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKHI-F>>	1 WOCQ-F	1 WKHI-F<	1 WQHQ-F	1 WQHQ-F	1 WICO-F>	1 WKHI-F	1 WQHQ-F	1 WKHI-F	1 WOCQ-F	1 WICO-F>
2	2 WKHI-F	2 WQHQ-F<	2 WKHI-F	2 WKHI-F	2 WQHQ-F WGMD-F	2 WICO-F	2 WKHI-F WICO-F	2 WOCQ-F	2 WKHI-F>	2 WOCQ-F>>
3	3 WQHQ-F	3 WOCQ-F	3 WICO-F	3 WICO-F		3 WOCQ-F		3 WQHQ-F	3 WICO-F>>	3 WLVW-F>>
4	4 WZBH-F	4	4	4	4	4 WQHQ-F	4	4	4	4

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WOCQ-F>>	1 WOCQ-F>>	1 WQHQ-F>>	1 WOCQ-F	1 WQHQ-F>	1 WZBH-F	1 WZBH-F WKHI-F	1 WKHI-F	1 WKHI-F	1 WKHI-F
2 WJDY	2 WQHQ-F WKHI-F	2 WOCQ-F WKHI-F>	2 WQHQ-F	2 WKHI-F	2 WWTR-F WOCQ-F WKHI-F>		2 WZBH-F WWTR-F	2 WZBH-F	2 WQHQ-F WICO-F
3 WKHI-F>			3 WKHI-F>	3 WICO-F>		3 WWTR-F		3 WQHQ-F	
4 WZBH-F	4 WJDY	4 WJDY	4 WJDY	4 WOVU-F WOCQ-F		4 WQHQ-F>	4 WQHQ-F>>	4 WWTR-F	4 WZBH-F
5	5	5	5		5 WQHQ-F WOVU-F	5 WOCQ-F	5	5 WOCQ-F WICO-F	5 WWTR-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		88 (2)	88 (2)	28.9	39.0
AOR/CLASSIC		29 (2)	29 (2)	9.5	6.8
AC/OLDIES/SOFT ROCK	7 (1)	69 (5)	76 (6)	25.0	9.7
MOR/VARIETY	4 (1)		4 (1)	1.3	5.2
COUNTRY	5 (1)	50 (3)	55 (4)	18.1	20.0
BLACK/URBAN	19 (1)		19 (1)	6.3	9.0
BEAUTIFUL/EASY		20 (1)	20 (1)	6.6	5.8
NEWS/TALK	4 (1)		4 (1)	1.3	
NOSTALGIA					
RELIGION/GOSPEL		9 (1)	9 (1)	3.0	3.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					1.0
	39 (5)	265 (14)	304 (19)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAFL-F	97.7	Miford/Dover	1.1/5.2
WDLE-F	107.1	Fedrlsbrg	1.1/2.0
WICO	1320	Salisbury	1.3/3.6
WLVW	960	Salisbury	1.9/7.4
WSEA	900	Georgetwn/OcCty	1.1/4.8
WSUX-F	98.3	Seaford	0.5/2.3
WBAL	1090	Baltimore	1.1/1.9

RADIO STATIONS

WJDY, 1470, 5 KW (DAYS, DA) , BLACK CBS, NBN, $ 15.00 (Roslin) J. Conner

WGMD-F, 92.7, 3 KW @ 300, BTFL/EZ , $ N/A (---) (REHOBETH, DE) Jay Smith
WICO-F, 94.3, 3 KW @ 300, COUNTRY , $ N/A (Torbet) Prettyman Bill Prettyman
WKHI-F, 99.9, 50 KW @ 319, CHR , $ N/A (---) Jim Layton
WLVW-F, 105.5, .2 KW @ 390, SOFT AC , $ 17.00 (---) ---
WOCQ-F, 103.9. 3 KW @ 328, CHR ABC E, $ N/A (K & P) Darryl Nixon
WOLC-F, 102.5, 25 KW @ 500, RELIGION , $ N/A (---) (PRINCESS ANNE) Jim Woodland
WQHQ-F, 104.7, 33 KW @ 610, AC MBS, $ N/A (Mc-Guild) HVS Ron Gillenardo
WWTR-F, 95.9, 3 KW @ 300, AOR , $ N/A (Banner) (BETHANY BEACH, DE) Bud Paras
WZBH-F, 93.5, 2.6 KW @ 350, AOR , $ N/A (Roslin) Scott (GEORGETOWN, DE) Scott Peters

MISCELLANEOUS COMMENTS: WSBY changes calls to WLVW (June)...WSEA-F changes calls to WZBH (July 88)...WZBH changes from CHR to AOR (July 88).

SALT LAKE CITY

Arbitron Rank/Pop (12+): 38/999,300

MSA Rank/Pop: 45/1,061,100
ADI # 41

Average Person Ratings: 16.4
Market TSL: 21.5 hours

Stations: 31/31
Diaries: 1346/742:1/58.0%
Sample Target: 1240
% Below Line: 0.0
% Not Listed: 7.3

1988 Revenue: $28,200,000
HH Inc.: $30,695
Retail $: 6.0 Bil
Pop per Station: 32,235
#1 Biller: KSL $4,500,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KKAT-F (C)	152/ 9.3	8.6	9.6	11.4	9.0	9.7	176/2170	1886/18.9	19.7	17.6	119	11.9	207	1611	KKAT-F
2. KSOP-AF (C)	135/ 8.3	8.0	4.2	8.2	6.1	7.2	175/2328	1807/18.1	12.8	12.7	94	8.9	146	1208	KSOP-AF
3. KSFI-F (EZ)	120/ 7.3	9.8	10.0	7.0	7.9	8.5	149/2184	1882/18.8	19.6	16.7	81	4.9	86	980	KSFI-F
KISN-F (CHR)	120/ 7.3	6.9	7.9	9.3	10.6	7.9	137/2660	2340/23.4	20.0	26.1	96	9.1	158	2303	KISN-F
5. KCPX-F (CHR)	117/ 7.2	7.9	7.3	8.3	9.3	7.7	138/2639	2303/23.0	22.1	22.9	67	7.9	138	2357	KCPX-F
6. KSL (MOR)	109/ 6.7	7.0	7.0	7.4	7.2	7.0	134/2710	2201/22.0	24.2	20.0	91	5.7	99	1991	KSL
7. KRSP-F (AOR)	86/ 5.3	5.6	6.3	7.6	8.9	6.2	119/1832	1536/15.4	18.4	19.9	104	6.3	110	1690	KRSP-F
8. KBER-F (AOR)	81/ 5.0	4.5	4.1	2.2	2.6	4.0	83/969	930/ 9.3	9.4	7.8	60	6.0	105	1046	KBER-F
9. KLCY-F (AC)	60/ 3.7	3.0	3.2	3.2	3.6	3.3	70/1201	1023/10.2	9.5	8.9	127	1.8	31	616	KLCY-F
10. KLZX-F (AOR)	54/ 3.3	2.5	3.3	3.4	2.5	3.1	57/781	748/ 7.5	8.1	6.6	142	3.6	62	708	KLZX-F
11. KZHT-F (CHR)	42/ 2.6	1.7	0.8	0.4	0.8	1.4	44/861	800/ 8.0	2.8	2.4	50	4.9	85	1041	KZHT-F
KMGR-F (AC)	42/ 2.6	3.2	4.0	3.6	4.0	3.3	48/789	740/ 7.4	8.3	9.0	96	2.8	49	547	KMGR-F
13. KALL (AC)	40/ 2.4	2.3	3.7	2.4	2.1	2.7	40/812	783/ 7.8	10.3	7.5	158	2.6	46	589	KALL
14. KDYL (BB)	38/ 2.3	1.6	1.0	1.6	1.0	1.6	41/396	377/ 3.8	2.8	2.5	26	1.1	19	211	KDYL
15. KZOL-AF (O)	36/ 2.2	1.3	1.1	2.0	1.2	1.6	37/899	866/ 8.7	6.3	5.9	159	1.1	18	502	KZOL-AF
KKWY-F (AOR)	36/ 2.2	1.0	1.1	1.7	0.9	1.5	36/791	753/ 7.5	4.4	4.7	132	2.0	35	660	KKWY-F
KJQN-F (AOR)	36/ 2.2	3.3	3.2	2.8	1.4	2.9	37/664	633/ 6.3	5.7	3.1	55	4.2	73	781	KJQN-F
KDAB-F (J/NA)	36/ 2.2	2.3	2.1	1.8	2.1	2.1	39/578	512/ 5.1	4.9	5.6	168	1.1	19	352	KDAB-F
19. KUTR (REL)	28/ 1.7	1.1	1.5	1.0	0.8	1.3	31/607	586/ 5.9	4.4	4.7	141	1.5	26	578	KUTR
20. KTKK (T)	27/ 1.7	3.1	3.4	1.8	2.8	2.5	27/322	322/ 3.2	5.8	4.6	59	2.7	47	621	KTKK

12+ FM SHARE (METRO): 78.67% (1191 of 1514) (SPG 88: 77.26%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KCPX-F>>	1 KKAT-F	1 KKAT-F>	1 KKAT-F	1 KKAT-F>	1 KSOP-AF	1 KSL	1 KKAT-F	1 KKAT-F	1 KCPX-F	1 KSL >
2 KISN-F>	2 KRSP-F<	2 KISN-F	2 KSOP-AF	2 KSOP-AF	2 KSFI-F	2 KKAT-F<	2 KSOP-AF	2 KSFI-F	2 KBER-F<	2 KKAT-F<
3 KZHT-F	3 KISN-F	3 KRSP-F<	3 KISN-F	3 KISN-F	3 KSL >	3 KSOP-AF	KSFI-F	3 KSOP-AF<	3 KISN-F	3 KRSP-F
KJQN-F	4 KBER-F	4 KSOP-AF	4 KRSP-F	4 KSL <	4 KKAT-F>	4 KISN-F	4 KISN-F	4 KISN-F<	4 KSFI-F	KCPX-F<
5	5 KCPX-F	5 KCPX-F	5 KSL	5 KSFI-F	5 KDYL	5 KSFI-F<	5 KCPX-F	5 KCPX-F	5 KSOP-AF	5 KSOP-F
6	6 KLZX-F	KBER-F	KSFI-F	6 KRSP-F	6 KALL	6 KCPX-F	6 KRSP-F	6 KBER-F	6 KZHT-F<	6 KISN-F
7	7	7 KSFI-F	7 KCPX-F<	7	7	7 KRSP-F	7 KSL	7	7 KKAT-F	7 KALL
			8 KLZX-F							

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KKAT-F	1 KKAT-F	1 KKAT-F	1 KKAT-F>	1 KKAT-F>
2 KCPX-F	2 KISN-F	2 KISN-F>	2 KISN-F	2 KISN-F
3 KISN-F>	3 KCPX-F>	3 KLCY-F	3 KCPX-F	3 KSOP-AF
4 KMGR-F	4 KLCY-F	KCPX-F>	4 KSOP-AF<	4 KSFI-F
5 KBER-F	5 KMGR-F<	5 KSOP-AF	5 KSFI-F	5 KLCY-F
6 KLCY-F	6 KSOP-AF	6 KSOS-F	6 KLCY-F	6 KCPX-F
7 KSOP-AF	7	KRSP-F	7	7 KSL
KSFI-F	8	KMGR-F	8	8
9 KZHT-F		KLZX-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBER-F>	1 KRSP-F	1 KRSP-F>	1 KRSP-F	1 KKAT-F
2 KRSP-F>	2 KBER-F>	2 KLZX-F>	2 KBER-F	2 KRSP-F<
3 KISN-F	3 KLZX-F	3 KKAT-F	3 KKAT-F	3 KSOP-AF
4 KKAT-F	4 KKAT-F	4 KKWY-F	4 KLZX-F<	4 KSL
5 KCPX-F	5 KISN-F	5 KDAB-F	5 KSOP-AF	5 KLZX-F
6 KLZX-F	6 KKWY-F	KBER-F	6 KISN-F<	6 KISN-F<
7 KZHT-F	7 KCPX-F	7	7 KSL	7 KSFI-F
8	8	8	8	8 KALL

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		279 (3)	279 (3)	18.4	22.7
AOR/CLASSIC		293 (5)	293 (5)	19.4	15.0
AC/OLDIES/SOFT ROCK	75 (5)	166 (5)	241 (10)	15.9	17.2
MOR/VARIETY	109 (1)		109 (1)	7.2	8.6
COUNTRY	14 (1)	273 (2)	287 (3)	19.0	17.2
BLACK/URBAN					
BEAUTIFUL/EASY	9 (1)	120 (1)	129 (2)	8.5	8.5
NEWS/TALK	27 (1)		27 (1)	1.8	3.0
NOSTALGIA	38 (1)		38 (1)	2.5	2.1
RELIGION/GOSPEL	28 (1)	5 (1)	33 (2)	2.2	0.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		36 (1)	36 (1)	2.4	3.2
UNKNOWN/OTHERS	23 (1)	19 (1)	42 (2)	2.8	1.7
	323 (12)	1191 (19)	1514 (31)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCGL-F	105.7	Salt Lake City	0.3/1.1
KEMX	1320	Salt Lake City	0.4/2.1
KFAM	700	N Salt Lake Cit	0.6/3.1
KISN	570	Salt Lake City	1.4/6.1
KLO	1430	Ogden	0.4/2.0
KLVV-F	99.5	Bountiful/SL	1.2/5.0
KRPN-F	107.9	Roy/Salt Lake C	0.5/2.9
KRSP	1060	S Salt Lake	1.0/4.3
KSOS-F	106.9	Brigham	1.2/2.7
KSRR	1400	Provo	0.3/2.0

AM STATIONS

KALL,	910,	5 KW/1 KW (DA-N)	, AC	ABC I, MBS,	$ 30.00 (Eastman)	Hatch	Homer Peterson
KDYL,	1280,	5 KW/500 W (DA-N)	, NOSTALGIA	SMN,	$ 22.00 (CBS)		Craig Hanson
KISN,	570,	5 KW (DA-1)	, ??	,	$ 26.00 (Mc-Guild)		Randy Rogers
KRSP,	1060,	10 KW/1 KW (DA-N)	, OLDIES	ABC D,	$ 20.00 (Durpetti)		Alan Hague
KSL ,	1160,	50 KW	, MOR	CBS,	$ 90.00 (MMR)	Bonneville	Russ Wood
KTKK,	630,	1 KW/500 W (DA-2)	, TALK	ABC T,	$ 23.00 (K & P)		Stan Bush
KUTR,	860,	50 KW/196 W	, RELIGION	NBC,	$ 20.00 (Christal)	Citadel	Steve Stanek

FM STATIONS

KBER,	106.3,	7 KW @ 2710,	AOR	,	$ 26.00 (Torbet)			---
KCGL,	105.7,	14 KW @ 650,	RELIGION	,	$ 12.00 (---)	Mid America Gospel		George Spicer
KCPX,	98.7,	27 KW @ 2930,	CHR	,	$ 60.00 (Katz)	John Price		Wayne Courtney
KDAB,	101.1,	25 KW @ 3740,	JAZZ/NAC	US 2,	$ 33.00 (HNWH)		(OGDEN)	Randy Mathis
KZOL,	96.1,	55 KW @ 2620,	OLDIES	TRNSTR,	$ 27.00 (HNWH)	Cook Inlet	(PROVO)	Dennis McCormick
KISN,	97.1,	26 KW @ 3650,	CHR	,	$ 60.00 (Mc-Guild)			Randy Rogers
KJQN,	95.5,	100 KW @ 680,	AOR	,	$ 27.00 (---)		(OGDEN)	Tom Greenleigh
KKAT,	101.9,	26 KW @ 3740,	COUNTRY	,	$ 74.00 (Banner)	Brown	(OGDEN)	Dennis Gwiazdon
KKWY,	97.9,	26 KW @ 3770,	AOR	TRNSTR,	$ 20.00 (CBS)		(OGDEN)	---
KLCY,	94.1,	24 KW @ 3030,	AC	ABC E,	$ 46.00 (Eastman)	Hatch		Homer Peterson
KLVV,	99.5,	40 KW @ 2953,	AC	,	$ 21.00 (K & P)		(BOUNTIFUL)	---
KLZX,	93.3,	26 KW @ 3740,	CLASSIC AOR	,	$ 30.00 (Christal)	Citadel		Stu Stanek
KMGR,	107.5,	49 KW @ 2850,	SOFT AC	,	$ 34.00 (HNWH)		(OREM)	Jim Sumpter
KRPN,	107.9,	67 KW @ 2383,	OLDIES	,	$ N/A (Christal)		(ROY)	---
KRSP,	103.5,	27 KW @ 3630,	AOR	ABC R,	$ 58.00 (Durpetti)			Alan Hague
KSFI,	100.3,	26 KW @ 3740,	BTFL/EZ	,	$ 65.00 (CBS)			Craig Henson
KSOP,	104.3,	25 KW @ 3650,	COUNTRY	,	$ 56.00 (MMR)			Greg Hilton
KSOS,	106.9,	68 KW @ 2369,	??	,	$ 20.00 (Moore)		(BRIGHMAN)	Don Steve
KZHT,	94.9,	47 KW @ 2730,	CHR	,	$ 31.00 (Durpetti)		(PROVO)	Max Siretins

CALL LETTER CHANGES

KLUB changes to KISN (May)
KKGB-F changes to KKWY (Feb.)

FORMAT CHANGES

STATION SALES

KRPN-F (Roy) sold to Bonneville for $1,250,000. KJQN A/F (Ogden) sold for $825,000.

FORMAT CODES

CHR - Contemporart Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to near 1988)
B - Black (audience predominantly Black - over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - EZ listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country
T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band, Nostalgia
M - Middle of Road (MOR), Full Service, Variety
J/NA - Jazz and New Age
R - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
? - Others or Unknown

SAN ANTONIO

Arbitron Rank/Pop (12+): 36/1,027,900

MSA Rank/Pop: 38/1,306,000
ADI # 44
Average Person Ratings: 18.7
Market TSL: 24.75 hours

Stations: 27/27
Diaries: 1484/693:1/53.3%
Sample Target: 1200
% Below Line: 0.0
% Not Listed: 6.2

1988 Revenue: $36,800,000
HH Inc.: $31,204
Retail $: 7.7 Bil
Pop per Station: 38,070
#1 Biller: WOAI $4,200,000

12+ METRO		1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KCYY-F	(C)	162/ 8.4	9.5	10.3	5.8	7.7	8.5	206/2554	2076/20.2	21.5	15.2	127	10.1	210	2045	KCYY-F
2. KITY-F	(CHR)	130/ 6.8	6.2	7.0	9.2	9.1	7.3	144/2194	1972/19.2	19.5	19.3	57	10.6	219	2345	KITY-F
3. KSMG-F	(O)	124/ 6.4	3.9	5.4	5.1	3.6	5.2	143/2013	1777/17.3	13.8	10.3	156	5.5	113	1785	KSMG-F
4. WOAI	(N/T)	116/ 6.0	7.9	6.4	6.4	4.6	6.7	155/2038	1452/14.1	14.9	13.1	58	4.6	95	1136	WOAI
KTFM-F	(B)	116/ 6.0	7.2	5.7	6.8	8.0	6.4	118/2356	2190/21.3	17.9	22.3	78	7.4	153	2867	KTFM-F
6. KAJA-F	(C)	108/ 5.6	5.1	5.5	4.6	4.4	5.2	116/1547	1420/13.8	15.3	13.6	123	4.3	89	1084	KAJA-F
7. KKYX	(C)	103/ 5.4	4.2	3.9	4.3	2.9	4.4	210/1924	882/ 8.6	8.9	8.2	94	5.0	104	1174	KKYX
8. KCOR	(SP)	100/ 5.2	5.6	7.0	6.0	8.4	5.9	100/812	784/ 7.6	8.7	9.4	90	6.4	133	764	KCOR
9. KMMX-F	(AC)	99/ 5.1	4.4	3.4	3.8	4.9	4.2	104/1514	1429/13.9	9.9	12.8	145	5.6	117	1104	KMMX-F
KISS-F	(AOR)	99/ 5.1	5.0	4.7	5.6	6.9	5.1	115/1942	1648/16.0	14.4	15.8	88	6.8	140	1753	KISS-F
11. KQXT-F	(EZ)	91/ 4.7	6.3	7.6	4.8	8.6	5.8	108/1563	1343/13.1	14.6	15.7	79	2.1	43	1035	KQXT-F
12. KTSA	(MOR)	66/ 3.4	2.5	3.5	2.0	1.4	2.8	94/1426	972/ 9.5	9.8	8.1	68	2.5	52	818	KTSA
13. KZEP-F	(AOR)	60/ 3.1	3.5	4.5	3.3	3.8	3.6	65/1129	1068/10.4	11.0	9.1	168	4.5	94	1023	KZEP-F
KSAQ-F	(CHR)	60/ 3.1	3.3	3.4	3.2	2.7	3.3	64/1460	1346/13.1	12.9	11.8	42	2.7	56	1042	KSAQ-F
KONO	(O)	60/ 3.1	3.3	2.9	4.1	4.2	3.3	74/1077	885/ 8.6	9.1	10.2	135	4.3	90	825	KONO
16. KZVE-F	(SP)	59/ 3.1	2.1	2.2	3.2	4.4	2.7	62/623	549/ 5.3	4.3	10.7	100	1.4	30	399	KZVE-F
KXTN	(SP)	59/ 3.1	1.2	0.8	1.2	0.6	1.6	59/577	534/ 5.2	3.0	2.6	119	1.4	28	372	KXTN
18. KEDA	(SP)	53/ 2.8	2.2	2.0	2.7	2.3	2.4	55/396	378/ 3.7	5.7	5.7	75	1.0	20	393	KEDA
19.																
20.																

12+ FM SHARE (METRO): 62.25% (1123 of 1804) (SPG 88: 67.87%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KITY-F>>	1 KISS-F	1 KCYY-F	1 KCYY-F	1 KCYY-F	1 WOAI	1 KCYY-F	1 KCYY-F	1 KCYY-F	1 KITY-F>	1 KTFM-F
2 KTFM-F	2 KITY-F<	2 KSMG-F	2 KSMG-F>	2 KSMG-F>	2 KKYX	2 WOAI >	2 KSMG-F	2 KSMG-F<	2 KTFM-F	KCYY-F
3 KSAQ-F>	3 KSMG-F	3 KMMX-F<	3 KMMX-F	3 KMMX-F	KCYY-F<	3 KTFM-F	3 WOAI <	3 KTFM-F	3 KISS-F	3 KKYX <
4 KSJL	4 KCYY-F<	4 KISS-F<	4 KAJA-F	4 KAJA-F	4 KCOR	KSMG-F	4 KMMX-F	KITY-F	4 KCOR <	4 WOAI
5	5 KTFM-F	5 KTFM-F<	5 KZEP-F	5 KZEP-F<	5 KQXT-F>	KITY-F	5 KAJA-F<	5 KISS-F<	5 KCYY-F	5 KISS-F
6	KMMX-F	6 KAJA-F	6 KTFM-F<	6 KKYX	6 KTSA	6 KKYX	6 KKYX	6 KAJA-F<	6 KSMG-F<	6 KCOR <
7	7 KAJA-F	7 KITY-F	7 KISS-F	7	7 KSMG-F<	7 KCOR	KITY-F	7 KMMX-F	7 KSAQ-F	7 KSMG-F<
8	8	8	8	8	8 KEDA	KAJA-F	8	8 WOAI	8 KKYX	8 KONO

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KTFM-F	1 KMMX-F<	1 KSMG-F	1 KCYY-F<	1 KSMG-F	1 KISS-F	1 KISS-F>	1 KZEP-F	1 KISS-F	1 KCYY-F
2 KITY-F	2 KSMG-F	2 KMMX-F>	2 KSMG-F	2 KCYY-F	2 KITY-F	2 KITY-F	KCYY-F<	KCYY-F	2 KSMG-F
3 KSAQ-F	3 KAJA-F<	3 KAJA-F	3 KMMX-F	3 KMMX-F	3 KTFM-F>	3 KCYY-F	3 KISS-F	3 KSMG-F<	3 KZEP-F
KISS-F	4 KTFM-F	4 KCYY-F	4 KAJA-F	4 KAJA-F>	4 KSAQ-F>	4 KZEP-F	4 KSMG-F>	4 KZEP-F	4 KAJA-F<
KAJA-F	5 KITY-F	5 KTFM-F	5 KTFM-F	5 KTFM-F	5 KCYY-F	KTFM-F	5 KXTN	5 KITY-F<	5 KISS-F<
6 KCYY-F	6 KCYY-F	KITY-F	6 KITY-F	6 KQXT-F	KAJA-F	6 KSMG-F	6 KMMX-F	6 KTFM-F	6 KCOR <
7 KMMX-F	7 KISS-F>	7	7 KISS-F	KKYX	7 KMMX-F	7 KAJA-F	KAJA-F	7 KAJA-F<	7 KKYX <
8	8 KSAQ-F	8	8 KQXT-F	KITY-F	8	8 KMMX-F	8 KCOR	8 KMMX-F	8 KMMX-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP	23 (1)	190 (2)	213 (3)	11.8	12.5
AOR/CLASSIC		159 (2)	159 (2)	8.8	11.3
AC/OLDIES/SOFT ROCK	69 (2)	238 (3)	307 (5)	17.0	14.1
MOR/VARIETY	76 (2)		76 (2)	4.2	1.8
COUNTRY	103 (1)	270 (2)	373 (3)	20.7	21.0
BLACK/URBAN	21 (1)	116 (1)	137 (2)	7.6	8.4
BEAUTIFUL/EASY		91 (1)	91 (1)	5.0	9.0
NEWS/TALK	129 (2)		129 (2)	7.2	4.9
NOSTALGIA					
RELIGION/GOSPEL	29 (2)		29 (2)	1.6	1.6
SPANISH	231 (4)	59 (1)	290 (5)	16.1	14.5
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					1.0
	681 (15)	1123 (12)	1804 (27)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
KCHL	1480	San Antonio	1.1/2.4
KDRY	1100	Alamo Heights	0.4/1.7
KFAN-F	101.1	Fredericksburg	0.8/5.1
KGNB	1420	New Braunfels	0.5/1.7
KRNS	1250	San Antonio	0.7/2.3
KSAH	720	Universal City	1.0/2.2
KSJL	760	San Antonio	1.2/3.4
KSLR	630	San Antonio	1.1/3.7
KWED	1580	Seguin	0.5/1.8

AM STATIONS

KCHL	1480	2.5 KW (DAYS, DA)	BLACK		$ 20.00 (Mc-Guild)		John Hiatt
KCOR	1350	5 KW (DA-N)	HISPANIC		$ 67.00 (Katz Hisp.)	Tichenor	Sam Murray
KDRY	1100	11 KW/1 KW (DA-N)	RELIGION		$ 12.00 (---)		Sam Morris
KEDA	1540	5 KW/1 KW (DA-N)	HISPANIC		$ 38.00 (Caballero)		Alberto Davila
KFHM	1160	10 KW/1 KW (DA-2)	HISPANIC		$ 19.00 (---)		Angel Toledo
KKYX	680	50 KW/10 KW (DA-N)	COUNTRY	ABC I	$ 53.00 (Katz)	NewCity	Hugh Barr
KONO	860	5 KW/1 KW	OLDIES	NBC	$ 36.00 (Christal)	Genesis/Booth	Terry Rodda
KRIA	930	5 KW/1 KW (DA-N)	HISPANIC		$ 26.00 (Lotus)		Don Robertston
KRNS	1250	1 KW (DA-N)	NEWS/TALK		$ 35.00 (Torbet)	Lotus	Jay Levine
KSAH	720	10 KW/1 KW (DA-2)	HISPANIC		$ 22.00 (Caballero)		Dennis Roberts
KSJL	760	50 KW/1 KW (DA-1)	AOR	SMN	$ N/A (Eastman)	Inner City	Charles Andrews
KSLR	630	5 KW (DA-2)	RELIGION		$ 19.00 (---)		Bob Lepine
KXTN	1310	5 KW (DA-N)	MOR		$ 29.00 (Banner)		Joe Ernest
KXTN	1310	5 KW/280 W (DA-1)	HISPANIC		$ 29.00 (Lotus)	TK	Al Moll
WOAI	1200	50 KW	NEWS/TALK	CBS	$ 80.00 (Christal)	Clear Channel	Bill Hill

FM STATIONS

KAJA	97.3	100 KW @ 472	COUNTRY		$ 65.00 (Christal)	Clear Channel	Stan Webb
KCYY	100.3	98 KW @ 570	COUNTRY		$ 84.00 (Katz)	NewCity	Hugh Barr
KFAN	101.1	100 KW @ 620	AC		$ N/A (Eastman)	(FREDERICKSBURG)	---
KISS	99.5	100 KW @ 1084	AOR	SOURCE	$ 70.00 (MMR)	Adams	Rick Guest
KITY	92.9	100 KW @ 1016	CHR		$ 64.00 (Christal)	Genesis/Booth	Terry Rodda
KMMX	106.7	100 KW @ 1030	SOFT AC		$ 58.00 (Mc-Guild)		John Hiatt
KQXT	101.9	100 KW @ 700	BTFL/EZ		$ 59.00 (Group W)	Westinghouse	Bill LeGrand
KSAQ	96.1	100 KW @ 480	CHR	NBC, US 1	$ 45.00 (Eastman)	Inner City	Charles Andrews
KSMG	105.3	100 KW @ 1240	OLDIES	US 1	$ 60.00 (CBS)	Rusk	Caroline Devine
KTFM	102.7	100 KW @ 670	CHR		$ 70.00 (Banner)		Joe Ernest
KZEP	104.5	100 KW @ 660	CLASSIC AOR	MBS	$ 50.00 (Torbet)	Lotus	Jay Levine
KZVE	107.5	100 KW @ 1514	HISPANIC		$ 44.00 (Eastman)	TK	Al Moll

CALL LETTER CHANGES

KXET changes to KRNS (June)

FORMAT CHANGES

KRNS changes from HISPANIC to TALK (June)

STATION SALES

KRIA sold to Adams for $750,000 (Fischer).

SAN DIEGO

Arbitron Rank/Pop (12+): 16/1,985,100

MSA Rank/Pop: 16/2,310,600
ADI #'24
Average Person Ratings: 17.6
Market TSL: 23.0 hours

Stations: 37/29
Diaries: 1893/1049:1/47.8%
Sample Target: 1610
% Below Line: 3.6
% Not Listed: 8.9

1988 Revenue: $78,000,000
HH Inc.: $39,167
Retail $: 16.8 Bil
Pop per Station: 68,451
#1 Biller: KFMB $10,000,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KGB -F (AOR)	308/ 8.8	5.3	9.2	5.8	10.3	7.3		3167/16.0	6.7	7.3	109	10.3	334	3681	KGB -F
2. KKLQ-AF (CHR)	307/ 8.8	8.9	9.5	8.9	9.0	9.0		4429/22.3	22.1	18.3	80	10.9	345	3767	KKLQ-AF
3. KSON-AF (C)	244/ 7.0	6.1	7.1	6.7	4.4	6.7		2858/14.4	12.0	10.1	113	6.3	167	2072	KSON-AF
4. KFMB (MOR)	235/ 6.7	4.4	5.3	7.1	7.0	5.9		3543/17.8	12.6	15.5	109	3.3	108	1969	KFMB
5. KJQY-F (EZ)	231/ 6.6	8.3	6.2	6.9	6.8	7.0		2640/13.3	13.2	13.7	89	5.5	180	1744	KJQY-F
6. KSDO (N/T)	209/ 6.0	5.6	6.2	6.8	7.3	6.2		2563/12.9	14.1	14.9	75	3.2	104	2040	KSDO
7. KFMB-F (CHR)	199/ 5.7	5.2	6.3	6.3	6.1	5.9		3713/18.7	20.3	19.2	126	4.0	130	2739	KFMB-F
8. XTRA-F (AOR)	162/ 4.6	5.0	5.1	5.2	5.2	5.0		2848/14.3	15.8	15.0	72	11.6	379	3344	XTRA-F
9. KYXY-F (AC)	126/ 3.6	5.2	3.6	5.4	3.1	4.4		2034/10.2	8.8	9.2	139	2.8	91	1587	KYXY-F
10. KKYY-F (AC)	123/ 3.5	3.8	3.2	2.6	1.6	3.3		1850/ 9.3	9.6	6.2	106	3.4	111	1558	KKYY-F
11. XHRM-F (B)	110/ 3.2	3.8	2.8	2.2	3.2	3.0		1682/ 8.5	8.8	7.2	81	5.5	178	2490	XHRM-F
12. KIFM-F (J/NA)	108/ 3.1	3.2	2.9	4.7	3.4	3.5		2122/10.7	9.2	8.1	155	3.6	118	1382	KIFM-F
13. KCBQ-AF (O)	87/ 3.0	3.5	2.9	4.1	3.7	3.4		2335/11.8	9.0	10.4	143	3.1	89	1744	KCBQ-AF
14. KFSD-F (CL)	92/ 2.6	3.4	2.8	2.7	1.9	2.9		1369/ 6.9	7.4	5.1	96	2.7	88	1413	KFSD-F
15. KPOP (N/T)	88/ 2.5	3.7	4.3	2.8	4.9	3.3		1361/ 6.9	6.1	8.5	40	2.8	90	862	KPOP
16. KSWV-F (J/NA)	67/ 1.9	1.8	1.6	1.5	2.0	1.7		1375/ 6.9	5.6	5.5	137	1.2	40	684	KSWV-F
17. KGMG-F (AOR)	64/ 1.8	2.0	2.0	2.3	1.6	2.0		1010/ 5.1	5.9	5.9	161	1.5	49	999	KGMG-F
18. KNX (N/T)	57/ 1.6	1.6	1.4	1.7	1.6	1.6		1273/ 6.4	5.8	5.4	38	1.0	32	876	KNX
19. XLTN-F (SP)	45/ 1.3	0.3	0.7	----	0.6	0.6		509/ 2.6	2.1	1.9	92	0.5	16	158	XLTN-F
20. XHTZ-F (AOR)	38/ 1.1	1.3	1.5	1.1	1.8	1.3		1461/ 7.4	6.9	5.4	109	1.9	63	1457	XHTZ-F

NOTE: San Diego's Metro and TSA are the same

12+ FM SHARE (METRO): 74.97% (2381 of 3176) (SPG 88: 69.93%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKLQ-AF>>	1 KGB -F>	1 KGB -F	1 KGB -F>	1 KGB -F	1 KJQY-F	1 KSDO <	1 KGB -F<	1 KGB -F	1 KFMB	1 KSDO >>
2 XTRA-F	2 KKLQ-AF>	2 KKLQ-AF>	2 KFMB-F<	2 KSON-AF	2 KSDO	2 KKLQ-AF	2 KKLQ-AF<	2 KKLQ-AF	2 KKLQ-AF	2 KNX
3 XHRM-F	3 XTRA-F	3 KFMB-F	3 KKLQ-AF<	3 KFMB <	KFMB <	3 KGB -F	3 KJQY-F<	3 KFMB	3 KGB -F>	3 KGB -F
4 KFMB-F>>	4 KFMB-F	4 KSON-AF	4 KFMB	4 KFMB-F<	4 KSON-AF>>	4 KFMB-F<	4 KSON-AF	4 KJQY-F	4 XTRA-F	4 KPOP
5	5 KKYY-F	5 KFMB <	5 KSON-AF>	5 KKLQ-AF	5 KPOP	5 KSON-AF	5 KSDO	KFMB-F<	5 KSON-AF	5 KKLQ-F<
6	6 XHRM-F<	6 XTRA-F	6 KIFM-F<	6 KJQY-F	6 KFSD-F	6 KJQY-F	6 KFMB-F	6 KSON-AF	6 KJQY-F	6 KSON-F
7	7 KSON-AF	7	7 KYXY-F<	7 KYXY-F<	7 KYXY-F	KFMB	7 KYXY-F	7 XTRA-F	7 KFMB-F	7
8	8	8	8 KCBQ-AF	8 KIFM-F	8	8	KFMB	8	8 XHRM-F	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KKLQ-AF>>	1 KKLQ-AF>	1 KGB -F	1 KKLQ-AF>	1 KFMB-F<
2 XTRA-F	2 KGB -F>	2 KKLQ-AF	2 KFMB-F	2 KYXY-F<
3 KGB -F>	3 KFMB-F	3 KFMB-F	3 KGB -F<	3 KSON-AF
4 XHRM-F	4 KKYY-F	4 KKYY-F	4 KSON-AF	4 KKLQ-AF
KKYY-F	5 XTRA-F	5 KYXY-F	5 KYXY-F	5 KFMB <
6 KFMB-F	6 KYXY-F	6 KCBQ-AF	6 KKYY-F	6 KGB -F
7 KSON-AF	7 KSON-AF	7 KSON-AF	7 KCBQ-AF<	7 KJQY-F<
8 KYXY-F	8 KCBQ-AF	8	8 KFMB	8 KKYY-F<
	XHRM-F		9 XTRA-F	9 KCBQ-AF

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KGB -F>>	1 KGB -F>>	1 KGB -F>>	1 KGB -F>	1 KGB -F>
2 XTRA-F	2 KKLQ-AF<	2 KKLQ-AF	2 KKLQ-AF	2 KFMB
3 KKLQ-AF>	3 XTRA-F>	3 XTRA-F<	3 XTRA-F	3 KSON-AF
4 KKYY-F	4 KFMB-F>	4 KFMB-F>	4 KFMB-F<	4 KKLQ-AF
5 XHRM-F	5 KKYY-F<	5 KIFM-F	5 KFMB	5 KFMB-F
6 KFMB-F	6 KSON-AF	6 KGMG-F	6 KSON-AF	6 KSDO
7	XHRM-F	7	7 KIFM-F	KJQY-F<
8	8	8	8 KSDO	8 KIFM-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP	24 (1)	512 (3)	536 (4)	16.9	9.8
AOR/CLASSIC		585 (5)	585 (5)	18.4	18.3
AC/OLDIES/SOFT ROCK		379 (5)	379 (6)	11.9	21.6
MOR/VARIETY	235 (1)		235 (1)	7.4	7.6
COUNTRY	35 (1)	225 (2)	260 (3)	8.2	5.8
BLACK/URBAN		110 (1)	110 (1)	3.5	3.5
BEAUTIFUL/EASY		242 (2)	242 (2)	7.6	7.4
NEWS/TALK	440 (7)		440 (7)	13.9	10.1
NOSTALGIA	28 (1)		28 (1)	0.9	5.3
RELIGION/GOSPEL	21 (1)		21 (1)	0.7	0.9
SPANISH	12 (1)	45 (1)	57 (2)	1.8	1.2
CLASSICAL		92 (1)	92 (1)	2.9	2.1
JAZZ/NEW AGE		175 (2)	175 (2)	5.5	5.8
UNKNOWN/OTHERS		16 (1)	16 (1)	0.5	0.6
	795 (14)	2381 (23)	3176 (37)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
KGMG	1320	OCEANSIDE	0.8/1.4
KKOS-F	95.9	CARLSBAD	0.7/2.7
KOWF-F	92.1	ESCONDIDO/SNDGO	0.5/0.8
KPRZ	1210	SAN MARCOS/SD	0.6/1.7
KVSD	1000	VISTA	0.5/1.9
XHKY-F	95.7	TIJUANA/SD	0.5/1.2
XTRA	690	TIJUANA	0.8/4.5
KABC	790	LOS ANGELES	0.4/1.3
KBIG-F	104.3	LOS ANGELES	0.5/1.2
KFI	640	LOS ANGELES	0.8/3.1
KJOI-F	98.7	LOS ANGELES	0.3/0.7
KLOS-F	95.5	LOS ANGELE	0.4/1.8
KPWR-F	105.9	LOS ANGELES	0.9/2.7
XEMO	860	TIJUANA	0.3/1.7

AM STATIONS

KCBQ,	1170,	50 KW/1.5 KW (DA-2),	OLDIES	,	$ N/A	(Republic)	Eric/Chandler	Jeff Apregan
KFMB,	760,	5 KW (DA-N)	, MOR	CBS,	$ 170.00	(Mc-Guild)	Midwest TV	Paul Palmer
KKLQ,	600,	5 KW (DA-1)	, CHR	APR, MBS,	$ N/A	(Christal)	Edens	Bob Bolinger
KPOP,	1360,	5 KW/ 1 KW	, NOSTALGIA	NBC,	$ 43.00	(Katz)	Brown	Tom Baker
KSDO,	1130,	10 KW (DA-2)	, NEWS/TALK	ABC I,	$ 128.00	(Durpetti)	Gannett	Mike Shields
KSON,	1240,	1 KW	, COUNTRY	MBS,	$ N/A	(Banner)	Jeff-Pilot	Clarke Browne
KVSD,	1000,	2.5 KW/500 W (DA-2)	, TALK	ABC D,	$ 28.00	(---)		Jeff Chandler
XTRA,	690,	50 KW (DS-2)	, TALK	ABC E,	$ 40.00	(MMR)	Noble	Tom Jimenez

FM STATIONS

KCBQ,	105.3,	29 KW @ 620,	OLDIES	,	$ 75.00	(Republic)	Eric/Chandler	Jeff Apregan
KFMB,	100.7,	30 KW @ 620,	CONTEMP/AC	,	$ 128.00	(Mc-Guild)	Midwest TV	Paul Palmer
KFSD,	94.1,	100 KW @ 641,	CLASSICAL	,	$ 71.00	(HNWH)	Lotus	Nancy Reynolds
KGB ,	101.5,	50 KW @ 470,	AOR	,	$ 153.00	(Katz)	Brown	Tom Baker
KGMG,	102.1,	10 KW @ 980,	CLASSIC AOR	SOURCE,	$ 44.00	(Banner)		---
KIFM,	98.1,	28 KW @ 640,	JAZZ/NAC	,	$ 79.00	(CBS)		Bruce Walton
KJQY,	103.7,	36 KW @ 650,	EZ	,	$ 90.00	(Group W)	Westinghouse	Bert Wahlen
KKLQ,	106.5,	50 KW @ 442,	CHR	,	$ 128.00	(Christal)	Edens	Bob Bolinger
KKOS,	95.9,	3 KW @ 305,	AC	,	$ 40.00	(---)		Jeff Chandler
KKYY,	94.9,	22 KW @ 710,	AC	,	$ 70.00	(Torbet)	Sandusky	---
KSON,	97.3,	50 KW @ 442,	COUNTRY	,	$ 99.00	(Banner)	Jeff-Pilot	Clarke Brown
KSWV,	102.9,	32 KW @ 590,	JAZZ/NAC	SMN,	$ 60.00	(Durpetti)	Gannett	Mike Shields
KYXY,	96.5,	41 KW @ 540,	AC	,	$ 70.00	(HNWH)		Jim Price
XHRM,	92.5,	50 KW @ 600,	BLACK	ABC F,	$ 49.00	(K & P)		---
XHTZ,	90.3,	100 KW @ 1000,	AOR	,	$ 40.00	(---)		Victor Diaz
XLTN,	104.5,	60 KW @ 1200,	HISPANIC	,	$ 35.00	(Katz Hisp.)		Martha Diaz
XTRA,	91.1,	100 KW @ 1000,	AOR	,	$ 92.00	(MMR)	Noble	Tom Jimenez

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

KJQY-F sold by Westinghouse to Sillerman for $15,000,00 KCBQ A/F sold by Eric/ Chandler to Adams for $23,000,000 (Grandy)...

SAN FRANCISCO

Arbitron Rank/Pop (12+): 4/4,954,500

MSA Rank/Pop: 28/1,626,100
ADI # 5

Average Person Ratings: 17.2
Market TSL: 22.45 hours

Stations: 51/49
Diaries: 3909/1267:1/44.4%
Sample Target: 2650
% Below Line: 0.7
% Not Listed: 9.5

1988 Revenue: $168,200,000
HH Inc.: $41,900
Retail $: 38.0 Bil
Pop per Station: 101,112
#1 Biller: KGO $19,500,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KGO (N/T)	596/ 7.0	8.3	8.3	7.1	8.4	7.7	739/10582	8472/17.1	20.5	17.3	90	7.6	643	7533	KGO
2. KMEL-F (CHR)	479/ 5.6	5.0	5.6	5.8	5.7	5.5	527/8573	7613/15.4	13.4	14.6	63	8.2	698	8460	KMEL-F
3. KOIT-AF (AC)	416/ 4.9	3.8	4.2	3.4	4.5	4.1	425/6891	6613/13.3	12.8	11.6	133	3.7	268	2959	KOIT-AF
4. KCBS (N/T)	397/ 4.6	4.6	5.0	4.7	5.4	4.7	466/8944	7509/15.2	17.0	15.4	72	3.9	329	4461	KCBS
5. KABL-AF (EZ)	382/ 4.5	5.0	4.7	5.6	6.2	4.9	421/5340	4906/ 9.9	10.2	10.7	58	3.0	185	2527	KABL-AF
6. KIOI-F (AC)	335/ 3.9	3.6	3.9	4.0	3.6	3.8	339/5783	5548/11.2	11.8	11.4	118	3.8	320	4820	KIOI-F
7. KFRC (BB)	301/ 3.5	3.7	3.4	3.4	2.8	3.5	374/5518	4597/ 9.3	7.8	8.4	57	3.2	271	2889	KFRC
8. KNBR (MOR)	300/ 3.5	2.6	2.2	4.3	3.6	3.2	414/8167	5963/12.0	7.7	11.4	91	2.7	232	4100	KNBR
9. KSAN-F (C)	291/ 3.4	3.2	2.2	2.3	2.9	2.8	297/4455	4296/ 8.7	6.8	7.8	135	3.4	287	3570	KSAN-F
10. KRQR-F (AOR)	258/ 3.0	2.8	2.9	2.6	2.9	2.8	270/4699	4285/ 8.6	7.7	8.1	120	3.4	287	3855	KRQR-F
11. KXXX-F (CHR)	236/ 2.8	2.8	2.2	2.7	2.7	2.6	243/5242	5036/10.2	8.0	9.2	54	3.4	286	4091	KXXX-F
12. KITS-F (AOR)	232/ 2.7	2.6	3.0	2.4	2.8	2.7	237/3701	3589/ 7.2	7.1	6.4	96	2.7	226	3083	KITS-F
13. KSOL-F (B)	227/ 2.7	2.7	2.8	3.3	3.7	2.9	233/4563	4416/ 8.9	8.9	10.1	70	4.6	388	5758	KSOL-F
14. KSFO (O)	209/ 2.4	1.7	2.1	3.1	2.4	2.3	227/5194	4683/ 9.5	8.4	8.8	112	1.9	164	3006	KSFO
15. KDFC-AF (CL)	199/ 2.3	2.8	2.9	1.9	2.4	2.5	200/3760	3625/ 7.3	6.9	6.4	91	1.1	89	1773	KDFC-AF
16. KKSF-F (J/NA)	196/ 2.3	3.0	2.7	2.2	2.4	2.5	199/3571	3547/ 7.2	7.0	5.7	157	2.4	205	2975	KKSF-F
17. KBLX-F (J/NA)	194/ 2.3	2.3	2.8	2.4	1.7	2.5	203/3320	3157/ 6.4	7.8	5.9	148	2.7	225	2809	KBLX-F
18. KOME-F (AOR)	175/ 2.0	1.4	1.6	1.7	1.4	1.7	194/2761	2552/ 5.2	4.5	4.7	120	2.3	195	2860	KOME-F
KBAY-F (EZ)	175/ 2.0	2.2	2.0	1.7	2.0	2.0	217/2987	2377/ 4.8	5.0	4.6	95	1.3	114	1478	KBAY-F
20. KKHI-AF (CL)	174/ 2.0	2.3	3.0	1.7	1.8	2.3	178/2898	2772/ 5.6	6.4	5.4	65	1.7	128	1569	KKHI-AF
KFOG-F (AOR)	174/ 2.0	2.0	1.8	2.1	1.7	2.0	185/3749	3557/ 7.2	5.6	5.8	145	2.1	174	2816	KFOG-F
22. KYA -F (O)	144/ 1.7	1.5	1.6	1.3	1.1	1.5	146/3069	2938/ 5.9	6.4	5.6	153	2.0	171	2039	KYA -F
23. KNEW (C)	116/ 1.4	1.3	1.1	1.6	1.4	1.4	119/2038	1972/ 4.0	3.8	3.8	100	1.5	128	1588	KNEW
24. KARA-F (AC)	110/ 1.3	1.1	1.0	1.1	0.8	1.1	115/2071	1922/ 3.9	3.5	2.9	138	1.2	102	1135	KARA-F
25. KWSS-F (CHR)	106/ 1.2	1.0	1.0	0.7	1.1	1.0	166/3149	1973/ 4.0	3.7	4.2	75	1.3	113	1735	KWSS-F
26. KHQT-F (CHR)	103/ 1.2	1.7	1.2	1.4	1.5	1.4	103/2096	2090/ 4.2	3.8	3.8	50	2.5	216	2457	KHQT-F
KEZR-F (AC)	103/ 1.2	0.7	1.1	0.9	0.7	1.0	103/1757	1686/ 3.4	3.0	2.4	125	0.8	66	1018	KEZR-F
28. KIQI (SP)	101/ 1.2	1.3	1.2	1.2	1.0	1.2	107/1051	983/ 2.0	2.1	2.0	142				KIQI
29. KDIA (B)	98/ 1.1	0.8	0.8	1.3	0.9	1.0	98/1512	1512/ 3.1	2.6	2.7	82	0.8	72	1273	KDIA
30. KSJO-F (AOR)	95/ 1.1	1.4	1.6	1.6	1.2	1.4	117/2324	2061/ 4.2	4.7	4.1	73	1.5	131	2663	KSJO-F

12+ FM SHARE (METRO): 64.65% (4999 of 7732) (SPG 88: 63.67%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMEL-F>>	1 KMEL-F	1 KOIT-AF	1 KOIT-AF	1 KOIT-AF<	1 KGO >	1 KGO	1 KGO	1 KGO <	1 KMEL-F	1 KGO >>
2 KXXX-F>>	2 KRQR-F	2 KMEL-F	2 KGO	2 KGO >	2 KABL-AF	2 KCBS >	2 KOIT-AF	2 KOIT-AF	2 KNBR	2 KCBS >>
3 KHQT-F	3 KIOI-F<	3 KIOI-F	3 KIOI-F	3 KSAN-F	3 KCBS	3 KMEL-F>	3 KABL-AF	KMEL-F	3 KGO >	3 KNBR >>
4 KSOL-F	4 KOIT-AF<	4 KGO	4 KSAN-F	KIOI-F	4 KFRC	4 KOIT-AF	4 KIOI-F	4 KABL-AF	4 KXXX-F	4 KBLX-F
5 KITS-F	5 KITS-F	5 KRQR-F	5 KRQR-F	5 KRQR-F	5 KNBR	KABL-AF	5 KMEL-F	5 KIOI-F	5 KSFO	5 KKHI-F>>
6	6 KSOL-F<	6 KSAN-F	6 KKSF-F	KKSF-F<	6 KOIT-AF>	6 KIOI-F	6 KRQR-F	6 KSAN-F<	6 KOIT-AF	6 KKSF-F
7	7 KOME-F	7 KITS-F	7 KMEL-F	7 KMEL-F<	7 KKHI-AF<	7 KSAN-F<	KFRC	7 KRQR-F	KSOL-F	KIOI-F<
8	8 KSAN-F	8 KKSF-F<	KBLX-F	8 KBLX-F	8 KDFC-AF<	8 KNBR <	KCBS	KCBS	8 KITS-F	8 KMEL-F<
9	9 KFOG-F	9 KSOL-F	9 KFOG-F	9 KCBS <	9 KSFO <	9 KFRC	9 KSAN-F	9 KFRC	KCBS	9 KDIA
10	10 KXXX-F	10 KOME-F	10 KCBS	10 KNBR	10 KSAN-F	10 KRQR-F	10 KOME-F	10 KNBR	KBLX-F	10 KFRC

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KMEL-F	1 KOIT-AF	1 KOIT-AF	1 KOIT-AF>	1 KOIT-AF>
2 KSOL-F>	KMEL-F<	2 KIOI-F>	2 KIOI-F	2 KIOI-F
3 KOIT-AF<	3 KIOI-F>	3 KMEL-F	3 KMEL-F>	3 KGO >
4 KIOI-F	4 KSOL-F>	4 KSAN-F>	4 KSOL-F	4 KSAN-F
5 KXXX-F>	5 KSAN-F<	5 KITS-F	5 KGO	5 KMEL-F
6 KITS-F	6 KXXX-F	KFOG-F<	6 KSAN-F	6 KKSF-F
7 KRQR-F	KITS-F	7 KBLX-F	7 KBLX-F<	KBLX-F<
8 KEZR-F	8 KRQR-F	8 KKSF-F	8 KKSF-F	8 KABL-AF
9 KHQT-F	9 KFOG-F<	9 KSOL-F	9 KXXX-F	9 KNBR <
10 KWSS-F	10 KOME-F	KOME-F	10 KITS-F	10 KCBS

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMEL-F>	1 KRQR-F	1 KRQR-F>	1 KRQR-F	1 KGO
2 KRQR-F	2 KMEL-F	2 KITS-F	2 KMEL-F<	2 KRQR-F
3 KITS-F	3 KITS-F	3 KMEL-F	3 KGO	3 KSAN-F
4 KOME-F	4 KOME-F>	4 KOME-F	4 KSAN-F	4 KOIT-AF<
5 KXXX-F<	5 KIOI-F	KGO	KITS-F	5 KKSF-F
6 KSJO-F	6 KSAN-F	6 KSAN-F	6 KOME-F	6 KCBS
7 KSOL-F<	KGO	7 KFOG-F	7 KOIT-AF<	7 KFOG-F<
8 KIOI-F	KFOG-F	8 KIOI-F	8 KIOI-F	8 KIOI-F
9 KWSS-F	9 KSJO-F	9 KKSF-F	9 KKSF-F	KBLX-F<
10 KOIT-AF	10 KOIT-AF	10 KOIT-AF	KFOG-F	10 KNBR

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		978 (6)	978 (6)	12.6	17.4
AOR/CLASSIC		976 (6)	976 (6)	12.6	8.0
AC/OLDIES/SOFT ROCK	377 (4)	1199 (8)	1576 (12)	20.4	17.1
MOR/VARIETY	300 (1)		300 (1)	3.9	4.5
COUNTRY	229 (3)	291 (1)	520 (4)	6.7	5.9
BLACK/URBAN	98 (1)	227 (1)	325 (2)	4.2	7.2
BEAUTIFUL/EASY	124 (1)	433 (2)	557 (3)	7.2	9.0
NEWS/TALK	993 (2)		993 (2)	12.8	15.3
NOSTALGIA	360 (2)		360 (2)	4.7	3.7
RELIGION/GOSPEL	52 (1)		52 (1)	0.7	1.1
SPANISH	150 (2)	72 (1)	222 (3)	2.9	2.3
CLASSICAL	50 (2)	323 (2)	373 (4)	4.8	4.7
JAZZ/NEW AGE		446 (3)	446 (3)	5.8	3.7
UNKNOWN/OTHERS		54 (2)	54 (2)	0.7	
	2733 (19)	4999 (32)	7732 (51)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
KATD-F	95.3	Los Ga	0.3/1.8
KBRG-F	104.9	Fremont/SF	0.8/1.8
KEEN	1370	San Jose	1.0/1.7
KFAX	1100	San Francisco	0.6/2.2
KHTT-F	92.9	HEALDSBRG/SN RS	0.3/1.2
KJAZ-F	92.7	Alameda	0.7/2.3
KKIQ-F	101.7	LIVERMORE/PLSNT	0.3/0.7
KLIV	1590	San Jose	0.7/1.8
KLOK	1170	San Jose/SF	0.6/1.9
KOFY	1050	San Mateo/SF	1.0/3.9
KOFY-F	98.9	San Francisco	0.7/3.4
KXFX-F	101.7	Santa Rosa	0.5/1.2
KZST-F	100.1	Santa Rosa	0.8/1.5
KRAK	1140	Sacramento	0.4/0.9
KSFM-F	102.5	WOODLAND	0.3/1.0

RADIO STATIONS

KABL,	960,	5 KW (DA-1)	, BTFL/EZ	,	$ N/A	(Christal)	Shamrock	Mike Grinsell
KCBS,	740,	50 KW (DA-2)	, NEWS/TALK	CBS,	$ 225.00	(CBS)	CBS	Ray Barnett
KDIA,	1310,	5 KW (DA-1)	, BLACK	,	$ 50.00	(---)	Ragan Henry	Ray Hawkins
KEST,	1450,	1 KW	, ETHNIC/VARIOUS		40.00	(---)	Douglas	---
KFAX,	1100,	50 KW (DA-1)	, RELIGION	,	$ 45.00	(---)	Salem	Bob Danker
KFRC,	610,	5 KW	, NOSTALGIA	US 1 MBS,	$ 60.00	(Republic)	RKO	Pat McNally
KGO ,	810,	50 KW	, NEWS/TALK	ABC I,	$ 340.00	(Banner)	Cap Cities/ABC	Mike Luckoff
KIQI,	1010,	10 KW/500W (DA-1)	, HISPANIC	,	$ 57.00	(Caballers)		Rene DeLa Rosa
KNBR,	680,	50 KW	, MOR	NBC,	$ 190.00	(Eastman)	Susquehanna	Tony Salvadore
KNEW,	910,	5 KW (DA-N)	, COUNTRY	,	$ 70.00	(Katz)	Malrite	Bruce Blevins
KOFY,	1050,	50 KW/1KW (DA-2)	, OLDIES	,	$ 55.00	(K & P)		---
KSFO,	560,	5 KW (DA-N)	, OLDIES	US 2,	$ 100.00	(MMR)	King	Ken Dennis

FM STATIONS

KABL,	98.1,	100 KW @ 940,	BTFL/EZ	,	$ 160.00	(Christal)	Shamrock	Mike Grinsell
KBLX,	102.9,	7 KW @ 1285,	JAZZ/URBAN	,	$ 145.00	(HNWH)	Inner City	Henry Stone
KBRG,	104.9,	3 KW @ 300,	HISPANIC	,	$ 55.00	(Lotus)		Carlos Duharte
KDFC,	102.1,	33 KW @ 1000,	CLASSICAL	,	$ 75.00	(CMBS)		Ed Davis
KFOG,	104.5,	8 KW @ 1370,	AOR	SOURCE,	$ 125.00	(Eastman)	Susquehanna	Tony Salvadore
KIOI,	101.3,	125 KW @ 1160,	AC	,	$ 140.00	(Durpetti)	Fairmont	Nick Marnell
KITS,	105.3,	15 KW @ 1200,	AOR/CHR	ABC F,	$ 100.00	(Republic)	Entercom	Ed Krampf
KJAZ,	92.7,	2 KW @ 550,	JAZZ	,	$ 80.00	(Roslin)		Ian Epstein
KKHI,	95.7,	9 KW @ 1473,	CLASSICAL	,	$ 80.00	(HNWH)	Buckley	Bruce Beebe
KKSF,	130.7,	8 KW @ 1470,	JAZZ/NAC	,	$ 140.00	(Banner)	Brown	Dave Kendrick
KMEL,	106.1,	69 KW @ 1240,	CHR	,	$ 180.00	(Christal)	Century	Paulette Williams
KOFY,	98.9,	6 KW @ 1350,	AC	,	$ 70.00	(K & P)		Randy Bailey
KOIT,	96.5,	33 KW @ 1410,	SOFT AC	,	$ 137.00	(Torbet)	Bonneville	Chuck Tweedle
KRQR,	97.3,	82 KW @ 1100,	AOR	CBS,	$ 135.00	(CBS)	CBS	Carl Dickens
KSAN,	94.9,	35 KW @ 1290,	COUNTRY	,	$ 170.00	(Katz)	Malrite	Bruce Bievins
KYA ,	93.3,	31 KW @ 593,	OLDIES	US 2,	$ 90.00	(MMR)	King	Ken Dennis
KSOL,	107.7,	9 KW @ 1590,	BLACK	APR,	$ 135.00	(MMR)	United	Ken Shubat
KXXX,	99.7,	45 KW @ 1240,	CHR	,	$ 140.00	(Mc-Guild)	Emmis	Jim Smith

OTHER RANKED STATIONS: See San Jose

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

KNBR sold by NBC to
Susquehanna for $20,300,000.
KSOL-F sold by United to
TA/Shaw for $_________
(Americom).

SAN JOSE

Arbitron Rank/Pop (12+): 29/1,198,600

MSA Rank/Pop: 30/1,437,800
San Francisco ADI
Average Person Ratings: 17.2
Market TSL: 22.75 hours

Stations: 42/16
Diaries: 1498/800:1/43.2%
Sample Target: 1400
% Below Line: 0.0
% Not Listed: 54.4

1988 Revenue: $28,800,000
HH Inc.: $46,360
Retail $: 11.5 Bil
Pop per Station: 74,912
#1 Biller: KOME-F $4,600,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KBAY-F (EZ)	137/ 6.6	6.9	6.2	4.5	6.8	6.1	208/2684	1707/14.2	13.1	13.0	106	4.8	99	1059	KBAY-F
2. KARA-F (AC)	107/ 5.2	3.7	3.5	3.8	3.0	4.1	113/1950	1597/13.3	10.9	9.4	142	4.7	96	1048	KARA-F
3. KOME-F (AOR)	103/ 5.0	4.2	4.3	4.1	3.8	4.4	178/2518	1583/13.2	11.7	11.6	110	6.7	139	1758	KOME-F
4. KEZR-F (AC)	91/ 4.4	2.8	3.6	3.4	2.7	3.5	103/1727	1369/11.4	9.7	7.9	120	2.7	55	718	KEZR-F
5. KWSS-F (CHR)	90/ 4.4	3.8	3.6	2.7	4.9	3.6	153/2969	1583/13.2	12.5	15.0	75	4.2	87	1468	KWSS-F
6. KHQT-F (CHR)	84/ 4.1	6.3	4.4	5.6	6.0	5.1	103/2096	1690/14.1	12.4	13.5	37	9.1	188	1872	KHQT-F
7. KSJO-F (AOR)	81/ 3.9	3.5	4.7	5.3	3.1	4.3	114/2161	1477/12.3	11.7	10.5	77	4.3	88	1456	KSJO-F
8. KEEN (C)	71/ 3.4	2.4	1.7	2.7	1.7	2.6	82/841	657/ 5.5	4.5	4.5	112	2.5	51	499	KEEN
9. KLIV (BB)	48/ 2.3	1.7	2.5	1.7	1.4	2.0	54/891	691/ 5.8	4.8	3.5	26	1.0	21	396	KLIV
10. KDFC-AF (CL)	29/ 1.4	1.4	2.0	1.9	2.0	1.7	105/2152	609/ 5.1	5.8	5.4	129	0.5	11	333	KDFC-AF
11. KATD-F (CHR)	26/ 1.3	2.2	1.3	2.3	2.2	1.8	26/1047	808/ 6.7	6.7	8.2	62	1.3	27	670	KATD-F
12. KLOK (SP)	22/ 1.1	1.1	1.2	1.0	1.1	1.1	40/761	349/ 2.9	3.3	5.7	127	0.8	16	294	KLOK
13. KLRS-F (J/NA)	18/ 0.9	1.1	1.1	1.2	0.8	1.1	42/900	375/ 3.1	3.3	2.8	156	0.9	18	273	KLRS-F
14. KNTA (SP)	17/ 0.8	1.1	0.6	0.8	1.0	0.8	17/244	238/ 2.0	2.6	1.9	100	1.0	21	252	KNTA
KAZA (SP)	17/ 0.8	1.1	0.7	0.7	1.2	0.8	27/366	203/ 1.7	1.6	1.2	38	1.3	27	200	KAZA

12+ FM SHARE (METRO): 80.87% (761 of 941) (SPG 88: 0.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHQT-F>	1 KOME-F	1 KOME-F<	1 KARA-F	1 KARA-F	1 KBAY-F>>	1 KBAY-F	1 KBAY-F	1 KBAY-F	1 KHQT-F	1 KNTA
2 KWSS-F>>	2 KSJO-F	2 KARA-F	2 KBAY-F	2 KBAY-F	2 KEEN <	KARA-F	2 KOME-F<	2 KARA-F<	2 KSJO-F	2 KSJO-F
3	3 KEZR-F	3 KEZR-F	3 KOME-F	3 KOME-F<	3 KARA-F	3 KWSS-F<	3 KARA-F	3 KOME-F	3 KWSS-F	3 KHQT-F
4	4 KARA-F	4 KSJO-F<	4 KEZR-F	4 KEZR-F	4 KLIV	4 KOME-F	4 KEZR-F	4 KHQT-F	4 KOME-F	KBAY-F
5	5 KWSS-F	5 KBAY-F	5	5	5	5 KEZR-F	5	5 KEZR-F<	5 KEZR-F	5 KEEN
6	6	6 KWSS-F	6	6	6	6	6	6 KWSS-F	6 KARA-F	KARA-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KEZR-F	1 KEZR-F	1 KEZR-F	1 KEZR-F<	1 KBAY-F>	1 KSJO-F	1 KOME-F<	1 KOME-F	1 KOME-F	1 KARA-F
2 KWSS-F	2 KOME-F	2 KOME-F	2 KBAY-F	2 KARA-F	2 KOME-F>	2 KSJO-F>>	2 KSJO-F	2 KSJO-F	2 KOME-F>
3 KHQT-F	3 KWSS-F	3 KARA-F	3 KARA-F	3 KEZR-F	3 KHQT-F	3 KARA-F>	3 KARA-F	3 KARA-F>	3 KSJO-F
4 KOME-F	4 KARA-F	4 KBAY-F	4 KWSS-F	4 KWSS-F	4 KWSS-F>	4 KWSS-F	4 KEZR-F	4 KEZR-F>	KEZR-F
5 KSJO-F	5 KHQT-F	5 KWSS-F>>	5 KOME-F	5 KOME-F	5 KARA-F>>	KEZR-F	5	5 KWSS-F<	5 KBAY-F
KATD-F	6 KBAY-F	6	6	6 KEEN	6	6 KHQT-F	6	6 KBAY-F	6 KEEN >>

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		200 (3)	200 (3)	21.3	
AOR/CLASSIC		184 (2)	184 (2)	19.6	
AC/OLDIES/SOFT ROCK		198 (2)	198 (2)	21.0	
MOR/VARIETY					
COUNTRY	71 (1)		71 (1)	7.5	
BLACK/URBAN					
BEAUTIFUL/EASY		137 (1)	137 (1)	14.6	
NEWS/TALK					
NOSTALGIA	48 (1)		48 (1)	5.1	
RELIGION/GOSPEL					
SPANISH	56 (3)		56 (3)	6.0	
CLASSICAL	5 (1)	24 (1)	29 (2)	3.1	
JAZZ/NEW AGE		18 (1)	18 (1)	1.9	
UNKNOWN/OTHERS					
	180 (6)	761 (10)	941 (16)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

RADIO STATIONS

KAZA, 1290, 5 KW (DAYS,DA) , HISPANIC	CRC, $ 36.00 (Caballero)		Al Rodriguez
KEEN, 1370, 5 KW (DA-2) , COUNTRY	UPI, $ 45.00 (MMR)		Steve Snell
KLIV, 1590, 5 KW (DA-N) , NOSTALGIA	, $ 40.00 (Eastman)	Empire	Vince Qopopolo
KLOK, 1170, 5 KW (DA-2) , HISPANIC	IND, $ 40.00 (Katz Hisp.)		---
KNTA, 1430, 1 KW (DA-1) , HISPANIC	, $ 37.00 (Lotus)		Gene Hogan
KARA-F, 105.7, 50 KW @ 500, AC	, $ 80.00 (Eastman)	Empire	Bob Kieve
KATD-F, 95.3, .4 KW @ 860, CHR	, $ 47.00 (Durpetti)		Joel Schwartz
KBAY-F, 100.3, 15 KW @ 2580, BTFL/EZ	, $ 85.00 (MMR)		Steve Snell
KEZR-F, 106.5, 50 KW @ 430, AC	, $ 62.00 (Christal)		John Levitt
KHQT-F, 97.7, 1.7 KW @ 875, CHR	, $ 50.00 (HNWH)	Anaheim	Tim Sillivan
KOME-F, 98.5, 13 KW @ 880, AOR	, $100.00 (Torbet)	Infinity	Jim Hardy
KSJO-F, 92.3, 50 KW @ 464, AOR	ABC R, $ 82.00 (Katz)	Narragansett	Dave Baronfield
KWSS-F, 94.5, 1 KW @ 2580, CHR	, $ 93.00 (Mc-Guild)	Nationwide	--

KLRS - See Monterey-Santa Cruz

MISCELLANEOUS COMMENTS: KATD-F sold to Crown for $5,000,000.

SARASOTA-BRADENTON

Arbitron Rank/Pop (12+): 86/400,600
Tampa ADI
MSA Rank/Pop: Sarasota - 168/261,000
Bradenton - 216/185,200
Average Person Ratings: 15.9
Market TSL: 21.5 hours

Stations: 27/9
Diaries: 718/558:1/51.7%
Sample Target: 740
% Below Line: 11.6
% Not Listed: 18.2

1988 Revenue: $6,500,000
HH Inc.: $29,200
Retail $: 3.9 Bil
Pop per Station: 44,511
#1 Biller: WDUV-F $2,500,000

12+ METRO		1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WDUV-F	(EZ)	141/22.2	----	17.2	----	23.7	----	150/1279	1170/29.2	29.3	31.6	19				WDUV-F
2. WYNF-F	(AOR)	56/ 8.8	----	7.9	----	8.0	----	65/702	612/15.3	13.8	12.2	168				WYNF-F
3. WSRZ-F	(CHR)	48/ 7.5	----	10.0	----	5.0	----	48/693	693/17.3	16.8	11.0	120				WSRZ-F
4. WFLZ-F	(N/T)	36/ 5.7	----	3.6	----	2.4	----	40/613	548/13.7	8.5	6.3	219				WFLZ-F
5. WWRM-F	(AC)	26/ 4.1	----	2.5	----	3.1	----	26/354	354/ 8.8	6.8	6.5	144				WWRM-F
WCTQ-F	(CHR)	26/ 4.1	----	3.2	----	1.9	----	29/273	239/ 6.0	5.2	3.7	154				WCTQ-F
7. WAMR	(BB)	24/ 3.8	----	5.4	----	4.1	----	24/320	310/ 7.7	6.5	6.7	0				WAMR
8. WSUN	(C)	23/ 3.6	----	7.3	----	5.5	----	24/442	416/10.4	12.7	10.5	97				WSUN
9. WFLA	(N/T)	22/ 3.5	----	4.8	----	2.7	----	23/384	348/ 8.7	8.6	8.3	46				WFLA
10. WHVE-F	(J/NA)	20/ 3.1	----	4.1	----	4.4	----	24/410	385/ 9.6	8.7	11.7	239				WHVE-F

12+ FM SHARE (METRO): 78.27% (407 of 520) (SPG 88: 69.39%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WSRZ-F>>	1 WYNF-F>>	1 WYNF-F>	1 WYNF-F	1 WYNF-F	1 WDUV-F>>	1 WDUV-F>>	1 WDUV-F>>	1 WDUV-F>>	1 WDUV-F>>	1 WDUV-F>>
2 WYNF-F>	2 WSRZ-F>>	2 WSRZ-F	2 WFLZ-F	2 WFLZ-F>	2 WCTQ-F	2 WYNF-F>	2 WYNF-F>	2 WSRZ-F<	2 WSRZ-F>	2 WAMR >
3 WINK-F>>	3 WFLZ-F	3 WFLZ-F>	3 WSRZ-F>	3 WSRZ-F	3 WAMR	3 WSRZ-F	3 WRBQ-F	3 WYNF-F	3 WYNF-F	3 WBRD >
4	4 WHVE-F	4 WHVE-F	4 WHVE-F>	4 WHVE-F	4 WFLZ-F	4 WFLZ-F	4 WFLZ-F	4 WWRM-F	4 WSUN <	4 WFLA
5	5 WNLT-F	5	5 WCTQ-F	5 WCTQ-F	WFLA	5	5 WSRZ-F	5 WFLZ-F	5 WWRM-F	5
6	6	6	6	6 WWRM-F	6	6	6 WCTQ-F	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WSRZ-F	1 WSRZ-F	1 WYNF-F	1 WSRZ-F	1 WSRZ-F
2 WYNF-F>	2 WYNF-F>>	WSRZ-F>	2 WYNF-F>	2 WFLZ-F
3 WDUV-F>>	3 WFLZ-F	3 WHVE-F>	3 WFLZ-F	3 WYNF-F
4 WFLZ-F>>	WHVE-F	4 WWRM-F	WDUV-F	WDUV-F
5	WDUV-F	WFLZ-F	5	5 WWRM-F
6	6 WWRM-F	6	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYNF-F>>	1 WYNF-F>>	1 WYNF-F>>	1 WYNF-F>>	1 WYNF-F>
2 WSRZ-F>>	2 WSRZ-F>	2 WFLZ-F	2 WFLZ-F	2 WFLZ-F>
3 WSUN	3 WFLZ-F	3 WSRZ-F	3 WSRZ-F>	3 WCTQ-F
WNLT-F>>	4 WHVE-F	WHVE-F>>	4 WHVE-F	4 WSRZ-F
5	5 WSUN	5	5 WSUN	WHVE-F
6	WNLT-F	6	WCTQ-F	6

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		92 (4)	92 (4)	17.7	17.2
AOR/CLASSIC		61 (2)	61 (2)	11.7	11.9
AC/OLDIES/SOFT ROCK		42 (2)	42 (2)	8.1	9.6
MOR/VARIETY					
COUNTRY	23 (1)	12 (1)	35 (2)	6.7	13.8
BLACK/URBAN					
BEAUTIFUL/EASY		141 (1)	141 (1)	27.1	23.1
NEWS/TALK	31 (3)	36 (1)	67 (4)	12.9	6.9
NOSTALGIA	40 (5)		40 (5)	7.7	8.8
RELIGION/GOSPEL					
SPANISH					
CLASSICAL		3 (1)	3 (1)	0.6	
JAZZ/NEW AGE		20 (1)	20 (1)	3.8	4.8
UNKNOWN/OTHERS	19 (3)		19 (3)	3.7	3.8
	113 (12)	407 (13)	520 (25)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBRD	1420	Bradenton	1.4/3.6
WENG	1530	Englewood	0.5/1.6
WKXY	930	Sarasota	1.1/2.2
WQSA	1220	Sarasota/Bradnt	0.8/3.6
WDAE	1250	Tampa	0.6/1.6
WHBO	1040	Tampa	0.5/1.5
WINK-F	96.9	Fort Myers	1.6/4.2
WKII	1090	Pt. Charlt	0.9/1.9
WKRL-F	97.9	Clearwater	0.8/5.2
WLFF	680	St. Petersburg	0.5/1.9
WNLT-F	95.7	Clearwater/Tmpa	2.5/7.4
WQYK	1010	Seffner/Tampa	
WQYK-F	99.5	St. Petersburg	1.9/4.9
WRBQ	1380	St. Petersburg	
WRBQ-F	104.7	Tampa	1.3/6.6
WTKN	570	Pinellas Pk/Tmp	0.6/3.4
WXCR-F	92.5	Safety Harbor	0.5/2.0

RADIO STATIONS

WAMR, 1320, 5 KW/1 KW (DA-2) , NOSTALGIA NBC, $ 16.00 (Torbet) Ron Knight

WCTQ-F, 92.1, 3 KW @ 315, COUNTRY NBC, $ 16.00 (Torbet) Ron Knight
WDUV-F, 103.5, 100 KW @ 649, BTFL/EZ MBS, $ 61.00 (Christal) Bob Nelson
WSRZ-F, 106.3, 3 KW @ 300, CHR , $ 39.00 (Eastman) Wilkes-Schwartz Hank Kestenbaum

OTHER RANKED STATIONS -- See Tampa
MISCELLANEOUS COMMENTS:

SAVANNAH

Arbitron Rank/Pop (12+): 150/208,900
MSA Rank/Pop: 176/245,300
ADI # 104
Average Person Ratings: 17.8
Market TSL: 23.5 hours

Stations: 16/15
Diaries: 548/381:1/45.0%
Sample Target: 550
% Below Line: 0.0
% Not Listed: 9.7

1988 Revenue: $8,300,000
HH Inc.: $30,843
Retail $: 1.8 Bil
Pop per Station: 13,926
#1 Biller: NA

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WEAS-F (B)	68/18.3	----	21.7	----	14.0	----	96/867	534/25.6	26.7	25.4	89	18.5	94	708	WEAS-F
2. WCHY-F (C)	57/15.4	----	12.9	----	12.7	----	157/1231	433/20.7	22.3	21.1	144	10.0	51	576	WCHY-F
3. WZAT-F (CHR)	39/10.5	----	14.5	----	17.9	----	97/1326	564/27.0	31.4	35.7	63	10.2	52	799	WZAT-F
WSOK (B)	39/10.5	----	12.6	----	9.1	----	39/424	379/18.1	20.4	18.6	77	9.4	48	434	WSOK
5. WIXV-F (AOR)	33/ 8.9	----	9.1	----	9.6	----	58/625	335/16.0	17.1	18.1	142	14.1	72	710	WIXV-F
6. WAEV-F (AC)	32/ 8.6	----	6.2	----	5.8	----	47/642	376/18.0	15.7	17.8	147	5.1	26	406	WAEV-F
7. WJCL-F (EZ)	29/ 7.8	----	7.5	----	10.5	----	52/605	326/15.6	15.7	17.1	85	6.7	34	413	WJCL-F
8. WIJY-F (AC)	8/ 2.2	----	----	----	----	----	13/303	102/ 4.9	0.0	0.0	136	1.0	5	89	WIJY-F
WSGA (BB)	8/ 2.2	----	2.7	----	1.9	----	8/77	65/ 3.1	6.1	4.4	0	1.2	6	80	WSGA
10. WHTK-F (CHR)	6/ 1.6	----	----	----	----	----	20/313	156/ 7.5	0.0	0.0	31	6.7	34	454	WHTK-F

12+ FM SHARE (METRO): 83.58% (280 of 335) (SPG 88: 81.10%)

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  TEENS      18-34      18-49      25-49      25-54       35+      12+ AMD    12+ MID    12+ PMD    12+ EVE   OVERNIGHT
---------- ---------- ---------- ---------- ---------- ---------- ---------- ---------- ---------- ---------- ----------

1 WZAT-F   1 WEAS-F>  1 WEAS-F   1 WCHY-F   1 WCHY-F>  1 WCHY-F>  1 WCHY-F<  1 WCHY-F>  1 WEAS-F   1 WEAS-F>> 1 WSOK  >
  WEAS-F>> 2 WIXV-F   2 WCHY-F   2 WEAS-F   2 WEAS-F   2 WSOK     2 WSOK     2 WEAS-F   2 WCHY-F>  2 WCHY-F   2 WCHY-F
3          3 WCHY-F   3 WIXV-F   3 WIXV-F<  3 WIXV-F   3 WJCL-F   3 WEAS-F   3 WJCL-F   3 WZAT-F   3 WZAT-F>  3 WEAS-F
4            WAEV-F   4 WAEV-F   4 WAEV-F>    WAEV-F>  4 WEAS-F>  4 WZAT-F   4 WIXV-F   4 WIXV-F   4 WIXV-F   4 WZAT-F>
5          5 WZAT-F   5 WZAT-F   5 WSOK     5 WSOK     5 WAEV-F     WAEV-F   5 WSOK     5 WSOK     5 WAEV-F>  5 WAEV-F
6          6          6          6          6          6          6 WJCL-F<  6 WAEV-F<  6 WAEV-F   6 WSOK     6
                                                                  7 WIXV-F>> 7 WZAT-F>> 7 WJCL-F>>
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WOM 18-24  WOM 18-34  WOM 25-34  WOM 18-49  WOM 25-54             MEN 18-24  MEN 18-34  MEN 25-34  MEN 18-49  MEN 25-54
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1 WEAS-F>> 1 WEAS-F>  1 WEAS-F   1 WEAS-F   1 WCHY-F              1 WEAS-F   1 WEAS-F   1 WIXV-F   1 WEAS-F<  1 WCHY-F>
2 WZAT-F   2 WAEV-F     WAEV-F   2 WAEV-F   2 WAEV-F              2 WZAT-F>  2 WIXV-F>> 2 WEAS-F   2 WIXV-F   2 WIXV-F<
  WAEV-F   3 WCHY-F   3 WCHY-F>  3 WCHY-F>  3 WEAS-F              3 WIXV-F>> 3 WZAT-F   3 WCHY-F>  3 WCHY-F>  3 WEAS-F>
4 WCHY-F   4 WZAT-F>  4 WZAT-F   4 WSOK     4 WSOK  >             4 WJCL-F     WCHY-F>  4 WAEV-F>  4 WZAT-F   4 WAEV-F
5          5 WIXV-F     WSOK     5 WZAT-F   5 WZAT-F                WHTK-F   5 WAEV-F>  5 WIJY-F   5 WAEV-F   5 WJCL-F
6          6 WSOK       WIXV-F>> 6 WIXV-F>>   WIXV-F              6          6 WSOK       WSOK     6 WJCL-F   6 WZAT-F
                                            7 WJCL-F
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FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		45 (2)	45 (2)	13.4	15.7
AOR/CLASSIC		33 (1)	33 (1)	9.9	9.9
AC/OLDIES/SOFT ROCK	2 (1)	44 (3)	46 (4)	13.7	16.5
MOR/VARIETY					
COUNTRY	1 (1)	57 (1)	58 (2)	17.3	14.2
BLACK/URBAN	41 (2)	68 (1)	109 (3)	32.5	38.7
BEAUTIFUL/EASY		29 (1)	29 (1)	8.7	8.1
NEWS/TALK					
NOSTALGIA	8 (1)	4 (1)	12 (2)	3.6	2.9
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	3 (1)		3 (1)	0.9	
	55 (6)	280 (10)	335 (16)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBMQ	630	Savannah	0.5/3.9
WCHY	1290	Savannah	0.3/1.6
WEAS	900	Savannah	0.5/3.7
WIZA	1450	Savannah	0.8/2.4
WLOW-F	106.9	Bluffton	1.1/2.6
WYKZ-F	98.7	Beaufort	1.1/6.7

RADIO STATIONS

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WBMQ,  630,  5 KW (DA-N)        , OLDIES              CBS, $  10.00 (Katz)                         Jerry Stevens
WCHY, 1290,  5 KW (DA-N)        , SEE WCHY-F
WEAS,  900,  5 KW/221 W (DA-1)  , SEE WEAS-F
WSGA, 1400,  1 KW               , NOSTALGIA           SMN, $  13.00 (Mc-Guild)    Gulf Atlantic    Jerry Rogers
WSOK, 1230,  1 KW               , BLACK               SBN, $  17.00 (Banner)      Love             Kevin Metheny

WAEV-F,  97.3, 100 KW @ 1000, AC                    ABC D, $  35.00 (Banner)      Love             Kevin Metheny
WCHY-F,  94.1, 100 KW @ 1320, COUNTRY               ABC E, $  40.00 (Torbet)      Roth             Brenda Brown
WEAS-F,  93.1, 100 KW @  310, BLACK                 ABC F, $  25.00 (Republic)    Rivers           Bill Moore
WHTK-F,  99.7, 100 KW @ 1250, CHR                        , $   N/A  (---)           (PORT ROYAL, SC) Beau Sanders

WIXV-F,  95.5, 100 KW @  900, AOR                        , $  26.00 (Katz)                         Jerry Stevens
WJCL-F,  96.5, 100 KW @ 1200, BTFL/EZ                 NBC, $  24.00 (HNWH)        Lewis            Fred Pierce
WYKZ-F,  98.7, 100 KW @  818, AC                         , $   N/A  (Christal)       (BEAUFORT, SC) John Mackin Ade
WZAT-F, 102.1, 100 KW @ 1328, CHR                   ABC C, $  34.00 (Mc-Guild)    Gulf Atlantic    Jerry Rogers
WIJY-F, 107.9,  50 KW @  500, SOFT AC                    , $   N/A  (---)         (HILTON HEAD, SC) Paul Rogers
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SEATTLE-TACOMA

Arbitron Rank/Pop (12+): 14/2,131,400
ADI # 14
MSA Rank/Pop: Seattle - 26/1,801,000
Tacoma - 91/549,400
Average Person Ratings: 16.6
Market TSL: 22.0 hours

Stations: 31/31
Diaries: 1727/1234:1/50.0%
Sample Target: 1780
% Below Line: 0.0
% Not Listed: 11.1

1988 Revenue: $73,500,000
HH Inc.: $35,634
Retail $: 17.6 Bil
Pop per Station: 68,754
#1 Biller: KIRO $18,200,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KIRO (N/T)	341/ 9.6	10.0	11.0	10.6	10.4	10.3	384/6112	5382/25.3	29.1	22.8	76	8.8	313	4630	KIRO
2. KUBE-F (CHR)	249/ 7.0	6.9	8.1	9.1	7.9	7.8	265/4530	4182/19.6	22.3	19.5	87	10.7	384	5156	KUBE-F
3. KPLZ-F (CHR)	246/ 7.0	8.6	5.8	6.3	7.7	6.9	304/4836	4181/19.6	16.5	17.5	43	8.8	316	3862	KPLZ-F
4. KOMO (MOR)	214/ 6.0	5.5	5.5	4.7	4.7	5.4	239/4008	3404/16.0	16.7	13.9	93	4.4	159	2209	KOMO
5. KMPS-AF (C)	176/ 5.0	5.7	5.5	6.0	5.4	5.6	232/2672	2167/12.8	12.3	11.4	104	6.6	214	1936	KMPS-AF
6. KBRD-F (EZ)	168/ 4.7	4.6	4.2	4.2	3.8	4.4	234/2669	2051/ 9.6	7.7	7.2	77	3.3	119	1007	KBRD-F
7. KISW-F (AOR)	166/ 4.7	4.2	4.1	5.7	4.8	4.7	196/2693	2444/11.5	11.6	12.4	96	5.1	183	1974	KISW-F
8. KXRX-F (AOR)	146/ 4.1	3.8	4.3	3.7	4.3	4.0	176/2333	2097/ 9.8	11.5	10.1	129	5.0	179	2264	KXRX-F
9. KLSY-AF (AC)	132/ 3.8	3.1	2.2	2.1	2.7	2.8	136/2275	2109/ 9.9	7.9	8.2	129	4.7	150	1760	KLSY-AF
10. KING-F (CL)	132/ 3.7	3.6	3.6	3.9	2.4	3.7	149/2136	1900/ 8.9	9.2	6.5	95	3.6	127	1379	KING-F
11. KBSG-F (O)	126/ 3.6	3.7	3.3	3.9	3.3	3.6	153/2338	1953/ 9.2	10.7	10.1	158	2.3	83	998	KBSG-F
12. KLTX-F (AC)	117/ 3.3	2.6	2.7	1.9	1.8	2.6	122/1796	1562/ 7.3	8.2	6.4	118	1.0	37	984	KLTX-F
13. KIXI (BB)	98/ 2.8	3.1	4.2	4.6	4.1	3.7	115/1646	1395/ 6.5	8.6	8.7	36	2.7	97	998	KIXI
KING (T)	98/ 2.8	2.7	3.0	2.2	1.8	2.7	104/1916	1761/ 8.3	7.9	5.2	79	2.8	100	1543	KING
15. KRPM-AF (C)	97/ 2.8	3.0	2.6	3.4	2.2	3.0	120/1849	1446/ 6.8	6.5	5.1	118	3.2	114	1146	KRPM-AF
16. KMGI-F (AC)	95/ 2.7	2.8	2.6	3.3	3.3	2.8	101/1424	1252/ 5.9	8.0	7.7	133	2.0	72	904	KMGI-F
17. KNUA-F (J/NA)	89/ 2.5	2.2	2.7	2.7	1.5	2.5	95/1148	1084/ 5.1	6.8	5.0	168	3.2	113	1111	KNUA-F
18. KZOK-F (AOR)	80/ 2.3	2.2	2.4	2.5	2.8	2.3	91/2020	1839/ 8.6	8.3	7.9	126	2.5	91	1662	KZOK-F
19. KSEA-F (AC)	78/ 2.2	2.9	3.1	3.4	3.3	2.9	86/1523	1279/ 6.0	7.7	7.4	114	1.4	50	619	KSEA-F
20. KJR (AC)	71/ 2.0	1.7	1.6	1.4	2.1	1.7	74/1729	1676/ 7.9	6.2	6.3	130	1.8	64	1358	KJR
21. KVI (O)	55/ 1.6	2.0	2.0	1.9	2.6	1.9	62/1447	1278/ 6.0	6.6	7.3	150	1.5	54	1112	KVI
KCMS-F (REL)	55/ 1.6	2.1	1.6	1.1	2.3	1.6	59/1096	989/ 4.6	5.2	4.1	138	1.8	63	645	KCMS-F
23.															
24.															
25.															

12+ FM SHARE (METRO): 68.22% (2147 of 3147) (SPG 88: 65.39%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPLZ-F>>	1 KUBE-F	1 KUBE-F	1 KUBE-F	1 KIRO	1 KJRO >	1 KIRO >	1 KBRD-F	1 KIRO	1 KIRO >	1 KIRO >>
2 KUBE-F	2 KISW-F	2 KISW-F	2 KIRO	2 KUBE-F	2 KOMO	2 KOMO <	2 KIRO	2 KUBE-F	2 KPLZ-F	2 KMPS-F<
3	3 KXRX-F	3 KXRX-F	3 KXRX-F	3 KBSG-F<	3 KBRD-F	3 KUBE-F	3 KUBE-F<	KPLZ-F	3 KUBE-F	3 KOMO <
4	KPLZ-F>	KPLZ-F	4 KBSG-F<	4 KOMO <	4 KMPS-AF<	4 KPLZ-F	4 KPLZ-F	4 KISW-F<	4 KISW-F>	4 KISW-F<
5	5 KLSY-AF	5 KIRO	5 KLSY-AF	5 KXRX-F<	5 KING-F	5 KMPS-AF>	KOMO <	5 KMPS-AF	5 KOMO	5 KING
6	6 KMPS-AF	6 KLSY-AF	6 KISW-F<	6 KMPS-AF<	6 KIXI	6 KBRD-F<	6 KMPS-AF	KXRX-F	KING	6 KUBE-F
7	KZOK-F	7 KMPS-AF	7 KMPS-AF	7 KLSY-AF	7 KING	7 KXRX-F	7 KISW-F	KOMO <	7 KING-F	7 KPLZ-F<
8	8	8 KBSG-F	8 KNUA-F	8 KISW-F	8	8 KBSG-F	8 KLSY-AF	8 KBRD-F	8 KLSY-AF<	8 KBRD-F
9	9	9	9 KOMO	9 KNUA-F	9	9	9 KLTX-F	9 KBSG-F	9 KXRX-F	9
10	10	10	10 KLTX-F	10	10	10	10 KING-F	10 KLSY-AF	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KUBE-F	1 KUBE-F>	1 KUBE-F>	1 KUBE-F>	1 KUBE-F
2 KPLZ-F>>	2 KPLZ-F	2 KLSY-AF>	2 KLSY-AF	2 KLSY-AF
3 KMPS-AF	3 KLSY-AF	3 KXRX-F<	3 KPLZ-F	3 KOMO
4 KMGI-F	4 KMGI-F	4 KMGI-F<	4 KMPS-AF<	4 KLTX-F
5 KLSY-AF	5 KMPS-AF	5 KLTX-F<	5 KMGI-F	5 KMPS-AF
6 KISW-F	6 KISW-F<	6 KCMS-F<	6 KLTX-F	KIRO <
7	7 KXRX-F	7 KISW-F	7 KOMO	7 KBSG-F<
8	8 KLTX-F	KBSG-F<	8 KBSG-F	8 KMGI-F
9	9 KCMS-F	9 KZOK-F	9	9 KBRD-F
10	10	10	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KISW-F	1 KISW-F	1 KXRX-F	1 KISW-F	1 KIRO
2 KPLZ-F	2 KXRX-F>	2 KISW-F>>	2 KXRX-F	2 KXRX-F
3 KXRX-F	3 KPLZ-F	3 KLSY-AF	3 KIRO	3 KISW-F<
4 KUBE-F>	4 KUBE-F	4 KPLZ-F	4 KPLZ-F	4 KBSG-F
5 KZOK-F	5 KIRO <	KIRO <	5 KUBE-F	5 KMPS-AF
6 KIRO	6 KZOK-F	6 KUBE-F	6 KBSG-F	6 KOMO
7	7 KLSY-AF	7 KBSG-F	7 KZOK-F	7 KNUA-F
8	8	8 KMPS-AF	8 KMPS-AF	8
9	9	KZOK-F	9	9
10	10	10 KJR	10	10

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		495 (2)	495 (2)	15.7	17.7
AOR/CLASSIC		392 (3)	392 (3)	12.5	12.9
AC/OLDIES/SOFT ROCK	135 (3)	539 (5)	674 (8)	21.4	17.4
MOR/VARIETY	214 (1)		214 (1)	6.8	5.6
COUNTRY	41 (2)	232 (2)	273 (4)	8.7	8.7
BLACK/URBAN	20 (1)		20 (1)	0.6	1.2
BEAUTIFUL/EASY		168 (1)	168 (1)	5.3	7.7
NEWS/TALK	439 (2)		439 (2)	13.9	13.4
NOSTALGIA	109 (2)		109 (2)	3.5	4.5
RELIGION/GOSPEL	35 (2)	55 (1)	90 (3)	2.9	4.4
SPANISH					
CLASSICAL		132 (1)	132 (1)	4.2	2.7
JAZZ/NEW AGE	7 (1)	134 (2)	141 (3)	4.5	3.8
UNKNOWN/OTHERS					
	1000 (14)	2147 (17)	3147 (31)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCIS	630	Edmonds	0.6/1.7
KGNW	820	Burien/Seattle	0.4/1.8
KKFX	1250	Seattle	0.6/1.5
KKMO	1360	Tacoma/Seattle	0.3/0.9

AM STATIONS

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KBLE,  1050,  10 KW/453 W      , RELIGION                   $  27.00 (---)                           George Boucher
KCIS,   630,   5 KW/2.5KW(DA-2), RELIGION              UPI, $  40.00 (---)                           James Gwinn
KING,  1090,  50 KW (DA-2)     , TALK                  NBC, $  60.00 (MMR)         King              Bob Gallucci
KIRO,   710,  50 KW (DA-N)     , NEWS/TALK             CBS, $ 287.00 (Torbet)      Bonneville        Joe Abel
KIXI,   880,  50 KW/10 KW(DA-2), NOSTALGIA                , $  53.00 (Republic)    Noble             Ralph Heyward

KJR ,   950,   5 KW (DA-1)     , AC                       , $  55.00 (HNWH)        Ackerly               ---
KOMO,  1000,  50 KW (DA-N)     , MOR                 ABC I, $ 160.00 (Katz)                          Rick Robertson
KVI ,   570,   5 KW            , OLDIES                   , $  50.00 (Durpetti)    Golden West       Shannon Sweatle
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FM STATIONS

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KBRD,  103.7, 100 KW @ 1670, BTFL/EZ                      , $  76.00 (CBS)         Entercom          Peg Dempsey
KBSG,   97.3,  19 KW @  700, OLDIES                       , $  90.00 (Torbet)      Viacom            Bruce Raven-Starl
KCMS,  105.3, 115 KW @  710, RELIGION                 UPI, $  47.00 (---)                           James Gwinn
KEZX,   98.9, 100 KW @ 1095, JAZZ/AOR               ABC E, $  60.00 (Republic)    Park                  ---
KING,   98.1, 100 KW @  700, CLASSICAL                    , $  72.00 (MMR)         King              Bob Gallucci
KISW,   99.9, 100 KW @ 1134, AOR                          , $ 110.00 (Mc-Guild)    Nationwide        Beau Phillips
KLSY,   92.5, 100 KW @ 1085, AC                       APR, $  87.00 (Banner)      Sandusky          Gary Robb
KLTX,   95.7, 100 KW @ 1166, SOFT AC                      , $  64.00 (HNWH)        Ackerly               ---

KMGI,  107.7, 100 KW @ 1175, AC                           , $  66.00 (Republic)    Noble             Ralph Heyward
KMPS,   94.1,  98 KW @ 1140, COUNTRY                  APR, $ 125.00 (Mc-Guild)    EZ                Fred Schumacher
KNUA,  106.9, 100 KW @  810, JAZZ/NAC               ABC R, $  60.00 (Durpetti)    Gannett           Marc Kaye
KPLZ,  101.5, 100 KW @ 1185, CHR                          , $  85.00 (Durpetti)    Golden West       Shannon Sweatle
KRPM,  106.1, 100 KW @  690, COUNTRY                      , $  66.00 (Christal)    Heritage              ---
KSEA,  100.7, 100 KW @  720, SOFT AC                      , $  71.00 (Torbet)      Bonneville        Kevin Cooney
KUBE,   93.3, 100 KW @ 1273, CHR                          , $ 150.00 (MMR)         Cook Inlet        Michael O'Shea
KXRX,   96.5,  81 KW @ 1205, CLASSIC AOR                  , $ 100.00 (Katz)        Shamrock          Steve West
KZOK,  102.5, 100 KW @ 1157, AOR                          , $  74.00 (Banner)      Adams             Bob Powers
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CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

KZOK-F sold by Adams to Fisher for $16,800,000...KQUL sold by Adams to Viacom for $1,200,000

SHREVEPORT

Arbitron Rank/Pop (12+): 102/333,700

MSA Rank/Pop: 129/363,600
ADI # 65
Average Person Ratings: 16.0
Market TSL: 22.0 hours

Stations: 15/14
Diaries: 813/410:1/50.0%
Sample Target: 730
% Below Line: 0.0
% Not Listed: 8.8

1988 Revenue: $9,000,900
HH Inc.: $29,236
Retail $: 2.2 Bil
Pop per Station: 23,835
#1 Biller: KRMD-AF $1,900,000

12+ METRO		1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KRMD-AF	(C)	74/13.8	17.6	11.8	12.6	11.3	----	116/1546	903/27.1	22.2	22.8	117	16.4	98	784	KRMD-AF
2. KDKS-F	(B)	59/11.0	9.9	18.8	13.9	17.2	----	83/919	636/19.1	22.1	22.2	95	13.5	84	769	KDKS-F
3. KMJJ-F	(B)	51/ 9.5	13.0	7.5	7.7	7.0	----	56/704	616/18.5	15.3	12.8	100	12.9	80	726	KMJJ-F
4. KEEL	(BB)	45/ 8.4	4.6	3.5	3.4	3.0	----	48/628	486/14.6	11.1	11.2	88	3.9	24	335	KEEL
5. KWKH	(C)	40/ 7.5	4.4	4.6	5.5	4.4	----	65/692	405/12.1	11.4	8.9	65	2.7	17	238	KWKH
6. KTAL-F	(AOR)	39/ 7.3	5.3	5.9	7.1	7.5	----	84/1119	454/13.6	12.7	13.4	92	9.8	61	554	KTAL-F
7. KITT-F	(AC)	37/ 6.9	6.9	5.3	6.2	6.1	----	74/1246	643/19.3	13.5	14.7	158	8.4	52	602	KITT-F
8. KVKI-F	(AC)	36/ 6.7	4.8	6.4	7.1	8.6	----	45/840	573/17.2	17.8	20.8	142	5.8	36	586	KVKI-F
9. KTUX-F	(CHR)	34/ 6.4	7.3	11.7	9.0	10.7	----	121/1762	621/18.6	24.4	25.9	66				KTUX-F
10. KWKH-F	(C)	32/ 6.0	4.0	4.6	5.3	2.8	----	50/770	448/13.4	11.3	11.5	100	5.6	35	482	KWKH-F
11. KOKA	(REL)	31/ 5.8	8.2	----	0.3	0.7	----	32/304	281/ 8.4	0.0	1.4	91	2.9	18	213	KOKA
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 73.36% (358 of 488) (SPG 88: 76.52%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDKS-F	1 KDKS-F	1 KRMD-AF	1 KRMD-AF	1 KRMD-AF>	1 KRMD-AF<	1 KRMD-AF>	1 KRMD-AF	1 KRMD-AF	1 KMJJ-F	1 KOKA
2 KTUX-F>>	2 KTAL-F	2 KDKS-F	2 KITT-F<	2 KITT-F<	2 KEEL	2 KWKH <	2 KEEL	2 KDKS-F	2 KDKS-F	2 KMJJ-F>
3 KTAL-F>	3 KRMD-AF	3 KMJJ-F	3 KDKS-F	3 KDKS-F	3 KWKH >	3 KDKS-F	3 KVKI-F	3 KMJJ-F	3 KRMD-AF	3 KRMD-F
4 KMJJ-F>	KMJJ-F	4 KITT-F	4 KVKI-F<	4 KVKI-F	4 KWKH-F	4 KOKA	KDKS-F	KEEL <	4 KTUX-F	4 KWKH
5 KRMD-AF>>	5	5 KVKI-F	5 KMJJ-F	KMJJ-F	5	5	5	5 KTAL-F	5 KTAL-F	5 KITT-F
										KDKS-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KDKS-F	1 KDKS-F>	1 KDKS-F>	1 KRMD-AF	1 KRMD-AF	1 KTAL-F	1 KTAL-F>	1 KTAL-F>	1 KTAL-F	1 KRMD-AF
2 KRMD-AF	2 KRMD-AF	2 KRMD-AF	2 KDKS-F>	2 KDKS-F	2 KMJJ-F	2 KMJJ-F	2 KRMD-AF	2 KRMD-AF	2 KTAL-F
KMJJ-F	3 KMJJ-F	KITT-F	3 KMJJ-F	3 KITT-F	KDKS-F	3 KRMD-AF	3 KITT-F	KMJJ-F	3 KVKI-F
4 KTUX-F	4 KITT-F	4 KMJJ-F>	KITT-F	4 KMJJ-F	4 KTUX-F>>	4 KTUX-F	4 KMJJ-F	4 KDKS-F	KITT-F
KVKI-F>	5 KVKI-F	5 KVKI-F	5 KVKI-F	5 KVKI-F	5	KDKS-F	5 KVKI-F	5 KVKI-F	5 KMJJ-F
		KOKA						KITT-F	

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		34 (1)	34 (1)	7.0	12.5
AOR/CLASSIC		39 (1)	39 (1)	8.0	6.3
AC/OLDIES/SOFT ROCK		73 (2)	73 (2)	15.0	16.2
MOR/VARIETY					
COUNTRY	44 (2)	102 (2)	146 (4)	29.9	24.7
BLACK/URBAN	6 (1)	110 (2)	116 (3)	23.8	24.9
BEAUTIFUL/EASY					8.0
NEWS/TALK					
NOSTALGIA	45 (1)		45 (1)	9.2	0.8
RELIGION/GOSPEL	35 (3)		35 (3)	7.2	6.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	130 (7)	358 (8)	488 (15)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBCL	1070	Bossr City/Shrv	0.4/1.7
KFLO	1300	Shreveport	0.4/2.2
KMJJ	980	Shreveport	1.1/3.5

RADIO STATIONS

KEEL, 710, 50 KW/5 KW (DA-2)	, NOSTALGIA	ABC I, $	27.00 (Katz)	Multimedia		Leeann Levis
KMJJ, 980, 5 KW (DAYS)	, BLACK	SBN, $	N/A (HNWH)			F. Ridenour
KOKA, 1480, 1 KW (DAYS)	, GOSPEL	NBN, SBN, $	17.00 (HNWH)			David Koun
KWKH, 1130, 50 KW (DA-N)	, COUNTRY	MBS, $	N/A (Christal)	Great Empire		Frank Gunn
KDKS-F, 92.1, 3 KW @ 300	, BLACK	, $	21.00 (Mc-Guild)		(BENTON)	Jerry Lundquist
KITT-F, 93.7, 100 KW @ 1020	, CHR	ABC F, $	34.00 (Katz)	Multimedia		Leeann Levis
KMJJ-F, 100.1, 3 KW @ 300	, BLACK	SBN, $	27.00 (HNWH)			F. Ridenour
KRMD-F, 101.1, 100 KW @ 1154	, COUNTRY	, $	48.00 (Republic)	AmCom		---
KTAL-F, 98.1, 100 KW @ 1328	, AOR	, $	24.00 (Banner)		(TEXARAKANA)	---
KVKI-F, 96.5, 100 KW @ 790	, AC	, $	31.00 (Christal)			Billy Wilson
KWKH-F, 94.5, 100 KW @ 320	, COUNTRY	MBS, $	40.00 (Christal)	Great Empire		Frank Gunn
KTUX-F, 98.9, 100 KW @ 720	, CHR	, $	33.00 (Banner)		(CHARTHAGE)	Elinor Stephens

MISCELLANEOUS COMMENTS: KVKI A/F sold by Encore to Waldron for $_______ (Americom)...

SIOUX FALLS

Arbitron Rank/Pop (12+): 200/127,000

MSA Rank/Pop: 283/126,000
ADI # 105 (w/Mitchell)
Average Person Ratings: 20.2
Market TSL: 27.0 hours

Stations: 13/10
Diaries: 556/228:1/56.1%
Sample Target: 550
% Below Line: 2.3
% Not Listed: 13.6

1988 Revenue: $6,000,000
HH Inc.: $35,410
Retail $: 1.0 Bil
Pop per Station: 12,700
#1 Biller: KELO $1,600,000

12+ METRO		1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KELO	(AC)	33/12.8	----	16.2	----	12.8	----	39/539	373/29.4	29.0	24.7	156				KELO
2. KELO-F	(EZ)	31/12.1	----	11.6	----	12.8	----	51/603	321/25.3	24.8	23.3	129				KELO-F
3. KXRB	(C)	29/11.3	----	9.3	----	7.4	----	58/463	201/15.8	12.0	10.0	92				KXRB
KSOO	(MOR)	29/11.3	----	10.6	----	11.3	----	33/356	257/20.2	22.4	20.0	46				KSOO
KPAT-F	(CHR)	29/11.3	----	13.0	----	8.9	----	43/527	370/29.1	26.4	23.8	46				KPAT-F
6. KKLS-F	(C)	22/ 8.6	----	8.3	----	11.3	----	38/447	252/19.8	16.9	22.5	138				KKLS-F
7. KKRC-F	(CHR)	20/ 7.8	----	8.8	----	15.3	----	20/292	292/23.0	21.4	31.6	76				KKRC-F
8. KKFN	(C)	9/ 3.5	----	3.2	----	3.9	----	9/118	118/ 9.3	7.9	11.3	149				KKFN
9. KLQL-F	(C)	7/ 2.7	----	4.6	----	1.5	----	29/310	126/ 9.9	6.7	6.5	137				KLQL-F
10. WNAX	(C)	6/ 2.3	----	3.7	----	4.9	----	51/697	137/10.8	13.3	10.9	65				WNAX

12+ FM SHARE (METRO): 49.55% (110 of 222) (SPG 88: 50.74%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPAT-F>>	1 KPAT-F	1 KELO >	1 KELO >	1 KELO	1 KSOO	1 KSOO	1 KELO-F	1 KPAT-F	1 KPAT-F	1 KSOO >>
2 KKRC-F>>	KELO	2 KKLS-F	2 KELO-F	2 KELO-F	2 KXRB	2 KELO >	2 KELO	2 KELO	2 KSOO >	2
3	3 KKLS-F	3 KPAT-F	3 KKLS-F	3 KKLS-F	3 KELO-F>	3 KELO-F	3 KXRB >	3 KELO-F	3 KKRC-F	3
4	4 KKRC-F	KELO-F	4 KXRB	4 KXRB	4 KELO >>	4 KXRB	4 KKLS-F	4 KKLS-F	4 KXRB	4
5	5 KELO-F>>	5	5	5	5	5 KKLS-F	5 KPAT-F	5 KXRB	5 KELO >>	5
						6 KPAT-F		6 KKRC-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KPAT-F	1 KPAT-F	1 KELO-F	1 KELO	1 KELO-F	1 KPAT-F>>	1 KELO >	1 KELO >	1 KELO >	1 KELO >
2 KKLS-F	2 KKLS-F	KELO	2 KELO-F	2 KELO >	2 KKRC-F	2 KPAT-F	2 KKLS-F>	2 KKLS-F	2 KKLS-F
3 KKRC-F>>	3 KKRC-F	3 KPAT-F	3 KPAT-F	3 KXRB	KELO	3 KKLS-F	3 KKRC-F	3 KXRB	3 KELO-F
4 KELO-F	KELO-F	KKLS-F>	4 KKLS-F	KKLS-F	4	4 KKRC-F	4 KXRB	4 KPAT-F	4 KXRB
KELO >>	KELO >>	5 KKRC-F	5 KKRC-F	5 KPAT-F	5	5	5	5 KELO-F	5

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		50 (3)	50 (3)	22.5	23.9
AOR/CLASSIC					
AC/OLDIES/SOFT ROCK	33 (1)		33 (1)	14.9	26.4
MOR/VARIETY	34 (2)		34 (2)	15.3	11.9
COUNTRY	44 (3)	29 (2)	73 (5)	32.9	18.9
BLACK/URBAN					
BEAUTIFUL/EASY		31 (1)	31 (1)	14.0	12.4
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL	1 (1)		1 (1)	0.5	1.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					5.5
	112 (7)	110 (6)	222 (13)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KJIA	1520	Sioux Falls	0.4/2.4
KISD-F	98.7	Pipestone	0.4/4.1
KQAD	800	Luverne	1.9/3.0

RADIO STATIONS

KELO, 1320, 5 KW (DA-N), AC	ABC D, $	34.00 (Banner)	Midcontinent	Tom Simmons
KKFN, 1230, 1 KW, COUNTRY	US 2, $	14.00 (Torbet)	Vaughn	Paul Logan
KSOO, 1140, 10 KW/5 KW (DA-N), MOR	ABC I, $	26.00 (Christal)		Joe Henkin
KXRB, 1000, 10 KW (DAYS, DA), COUNTRY	MBS, $	24.00 (Mc-Guild)	S. Minnesota	Don Jacobs
WNAX, 570, 5 KW (DA-N), COUNTRY	CBS, $	45.00 (Katz)	Park	Rick Prusator
KELO-F, 92.5, 100 KW @ 1900, BTFL/EZ	ABC D, $	21.00 (Banner)	Midcontinent	Tom Simmons
KKLS-F, 104.7, 100 KW @ 735, COUNTRY/AC	MBS, $	20.00 (Mc-Guild)	S. Minnesota	Don Jacobs
KKRC-F, 93.5, 3 KW @ 120, CHR	US 1, $	23.00 (Torbet)	Vaughn	Paul Logan
KLQL-F, 101.1, 100 KW @ 530, COUNTRY	ABC E, $	14.00 (Mc-Guild)	(LUVERNE, MN)	Scott Park
KPAT-F, 97.3, 60 KW @ 220, CHR	ABC C, $	25.00 (Christal)		Joe Henkin

SOUTH BEND

Arbitron Rank/Pop (12+): 155/199,900

MSA Rank/Pop: 178/242,400
ADI # 82
Average Person Ratings: 17.7
Market TSL: 23.51 hours

Stations: 9/10
Diaries: 631/317:1/48.7%
Sample Target: 610
% Below Line: 6.8
% Not Listed: 12.4

1988 Revenue: $6,500,000
HH Inc.: $31,205
Retail $: 1.8 Bil
Pop per Station: 19,990
#1 Biller: WNDU-F $1,600,000

12+ METRO		1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WSBT	(MOR)	62/17.5	----	18.1	----	13.8	----	68/789	545/27.3	25.8	24.4	77	14.8	53	533	WSBT
2. WNDU-F	(CHR)	56/15.8	----	14.3	----	15.3	----	176/2347	747/37.4	34.2	37.6	82	15.9	57	706	WNDU-F
3. WYEZ-F	(EZ)	41/11.6	----	11.3	----	13.2	----	74/935	385/19.3	18.4	22.6	91	7.0	25	298	WYEZ-F
4. WZZP-F	(CHR)	36/10.2	----	10.5	----	10.5	----	71/1008	508/25.4	25.5	27.5	110	16.2	58	719	WZZP-F
5. WNSN-F	(AC)	34/ 9.6	----	12.1	----	11.7	----	91/1228	442/22.1	23.3	24.6	147	8.9	32	413	WNSN-F
6. WNDU	(C)	20/ 5.6	----	6.2	----	9.0	----	21/359	289/14.5	14.3	15.9	105	8.1	29	232	WNDU
7. WAOR-F	(AOR)	18/ 5.1	----	8.4	----	7.2	----	40/617	284/14.2	18.4	16.4	116	7.8	28	369	WAOR-F
8. WGN	(N/T)	7/ 2.0	----	2.4	----	2.7	----	25/519	106/ 5.3	8.0	10.6	60	2.5	9	156	WGN
9. WAMJ	(T)	6/ 1.7	----	1.6	----	1.5	----	6/136	106/ 5.3	4.7	3.7	106	0.0	0	26	WAMJ
10.																

12+ FM SHARE (METRO): 64.84% (201 of 310) (SPG 88: 67.36%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNDU-F>>	1 WNDU-F>	1 WNDU-F	1 WNSN-F	1 WNSN-F	1 WSBT >>	1 WSBT >	1 WSBT <	1 WSBT	1 WNDU-F>	1 WNDU-F>>
2 WZZP-F>>	2 WZZP-F<	2 WNSN-F<	2 WNDU-F	2 WSBT	2 WYEZ-F>	2 WNDU-F	2 WYEZ-F	2 WNDU-F	2 WZZP-F	2 WYEZ-F>
3	3 WNSN-F	3 WZZP-F>	3 WZZP-F	3 WNDU-F	3 WNDU	3 WZZP-F	3 WNDU-F	3 WYEZ-F	WSBT >	3 WZZP-F>
4	4 WAOR-F	4 WYEZ-F	4 WYEZ-F	4 WZZP-F	4 WNSN-F	4 WYEZ-F	4 WNSN-F	4 WZZP-F	4 WYEZ-F	4 WNSN-F
5	5	WAOR-F	WSBT	5 WYEZ-F	5 WNDU-F	5 WNSN-F	5 WZZP-F	5 WNSN-F	WNSN-F	WFRN-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZZP-F	1 WNSN-F	1 WNSN-F>>	1 WNSN-F	1 WNSN-F	1 WNDU-F	1 WNDU-F>	1 WNDU-F>	1 WNDU-F>	1 WNDU-F
WNDU-F	2 WNDU-F	2 WNDU-F>	2 WNDU-F	2 WYEZ-F	2 WAOR-F>>	2 WAOR-F>	2 WAOR-F	2 WZZP-F	2 WZZP-F
3 WNSN-F>>	3 WZZP-F>>	3 WZZP-F	3 WZZP-F	WSBT	3 WZZP-F>	3 WZZP-F	3 WZZP-F	WAOR-F>	WSBT
4	4	WYEZ-F	4 WYEZ-F	4 WNDU-F	4 WLS	4	4 WNSN-F	4 WNSN-F	4 WNSN-F
5	5	5	5	5 WZZP-F>>	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		92 (2)	92 (2)	29.7	27.3
AOR/CLASSIC		21 (2)	21 (2)	6.8	9.2
AC/OLDIES/SOFT ROCK	4 (1)	41 (3)	45 (4)	14.5	14.5
MOR/VARIETY	62 (1)		62 (1)	20.0	19.9
COUNTRY	24 (2)		24 (2)	7.7	6.8
BLACK/URBAN					
BEAUTIFUL/EASY		41 (1)	41 (1)	13.2	13.1
NEWS/TALK	16 (4)		16 (4)	5.2	5.0
NOSTALGIA	3 (1)		3 (1)	1.0	
RELIGION/GOSPEL		6 (2)	6 (2)	1.9	4.2
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	109 (9)	201 (10)	310 (19)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFRN-F	104.7	Elkhart	1.4/7.3
WHME-F	103.1	South Bend	0.3/3.3
WBBM	780	Chicago	0.3/3.1
WCMR	1270	Elkhart	1.1/3.8
WJJD	1160	Chicago	0.8/1.5
WKQX-F	101.1	Chicago	0.6/2.7
WLS	890	Chicago	1.1/3.5
WLUP	1000	Chicago	0.6/1.0
WLUP-F	97.9	Chicago	0.8/3.2
WZOW-F	97.7	Goshen/Elkhart	1.4/5.0

RADIO STATIONS

WAMJ,	1580,	1 KW/500 W	, TALK	SUN,MBS, $	11.00 (K & P)			Mark Murray
WNDU,	1490,	1 KW	, COUNTRY	ABC I, $	23.00 (Mc-Guild)	Notre Dame		Bob Nowicki
WSBT,	960,	5 KW (DA-N)	, MOR	CBS, $	30.00 (Katz)	Schurz		Terry Knust
WAOR-F,	95.3,	3 KW @ 300,	AOR	ABC R, $	19.00 (Roslin)		(NILES)	Charles Frey
WFRN-F,	104.7,	50 KW # 488,	RELIGION	MBS, $	15.00 (---)		(ELKHART)	---
WHME-F,	103.1,	3 KW @ 300,	RELIGION	, $	10.00 (---)			Peter Sumrall
WNDU-F,	92.9,	12 KW @ 880,	CHR	ABC I, $	49.00 (Mc-Guild)	Notre Dame		Bob Nowicki
WNSN-F,	101.5,	10 KW @ 970,	AC	TRNSTR, $	38.00 (Katz)	Schurz		Terry Knust
WYEZ-F,	100.7,	50 KW # 500,	BTFL/EZ	, $	32.00 (Christal)	Federated	(ELKHART)	---
WZZP-F,	103.9,	3 KW @ 320,	CHR	, $	33.00 (MMR)	Booth		Vince Ford

SPOKANE

Arbitron Rank/Pop (12+): 97/355,400

MSA Rank/Pop: 130/363,300
ADI # 76
Average Person Ratings: 16.4
Market TSL: 22.0 hours

Stations: 19/19
Diaries: 842/422:1/59.0%
Sample Target: 740
% Below Line: 0.0
% Not Listed: 11.3

1988 Revenue: $10,100,000
HH Inc.: $26,615
Retail $: 2.4 Bil
Pop per Station: 18,705
#1 Biller: KGA/KDRK $2,400,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KZZU-F (CHR)	91/15.6	14.8	16.9	15.2	15.1	----	144/1715	1109/31.2	27.7	32.6	75	26.6	161	1182	KZZU-F
2. KXLY-F (EZ)	65/11.1	9.9	13.8	10.7	11.8	----	85/813	604/17.0	18.8	19.2	65	5.8	35	598	KXLY-F
3. KISC-F (AC)	54/ 9.2	10.9	8.4	8.3	6.3	----	63/813	652/18.3	15.6	14.6	137	7.9	48	597	KISC-F
4. KDRK-F (C)	50/ 8.6	8.9	6.8	11.1	10.5	----	79/905	616/17.3	14.2	17.6	112	9.8	59	586	KDRK-F
5. KEZE-F (AOR)	42/ 7.2	5.6	6.4	7.0	10.3	----	57/674	536/15.1	11.9	16.0	108	7.9	48	509	KEZE-F
6. KKZX-F (AOR)	37/ 6.3	5.8	3.9	4.4	2.6	----	38/481	417/11.7	9.8	7.3	124	4.3	26	389	KKZX-F
7. KKPL-F (AC)	31/ 5.3	3.1	4.9	5.4	5.9	----	41/759	494/13.9	12.4	14.3	125	4.3	26	430	KKPL-F
8. KXLY (N/T)	27/ 4.6	6.8	5.1	6.3	6.1	----	32/527	432/12.2	10.4	13.7	78	4.5	27	382	KXLY
9. KGA (C)	24/ 4.1	5.5	4.5	6.1	6.3	----	26/512	399/11.2	11.4	12.1	102	6.3	38	572	KGA
10. KAQQ (MOR)	19/ 3.3	3.1	2.7	2.8	2.8	----	28/388	231/ 6.5	6.5	5.6	64	1.7	10	169	KAQQ
11. KTRW (C)	14/ 2.4	2.7	4.3	0.4	0.9	----	25/241	203/ 5.7	6.5	3.7	112	2.0	12	235	KTRW
12. KJRB (O)	13/ 2.2	1.4	3.1	3.0	1.3	----	16/370	311/ 8.8	9.0	5.7	177	1.3	8	163	KJRB
KEYF (BB)	13/ 2.2	1.9	4.1	2.6	2.0	----	15/191	134/ 3.8	4.5	3.9	27	0.7	4	114	KEYF
14. KCDA-F (AC)	11/ 1.9	0.9	1.0	0.7	0.4	----	12/131	122/ 3.4	1.5	2.3	174	1.8	11	85	KCDA-F
15. KAAR-F (?)	10/ 1.7	----	----	----	----	----	14/183	139/ 3.9	0.0	0.0	176				KAAR-F

12+ FM SHARE (METRO): 76.06% (394 of 518) (SPG 88: 72.06%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZZU-F>>	1 KZZU-F	1 KZZU-F	1 KISC-F	1 KISC-F	1 KXLY-F>	1 KZZU-F>	1 KXLY-F	1 KZZU-F>	1 KZZU-F>>	1 KAQQ
2	2 KEZE-F	2 KISC-F	2 KZZU-F>	2 KZZU-F	2 KDRK-F	2 KXLY-F<	2 KZZU-F<	2 KXLY-F	2 KKZX-F	2 KZZU-F
3	3 KKZX-F	3 KEZE-F	3 KEZE-F	3 KDRK-F	3 KISC-F	3 KDRK-F	3 KISC-F	3 KDRK-F	3 KAQQ	3 KKZX-F
4	4 KISC-F>	4 KKZX-F	4 KKZX-F	4 KKZX-F	4 KXLY	4 KISC-F	4 KDRK-F>	4 KISC-F	4 KEZE-F	4 KISC-F>
5	5 KKPL-F	5 KDRK-F	KDRK-F	KEZE-F	5 KGA	5	5 KEZE-F	5 KEZE-F	5	5 KEZE-F
	KDRK-F>>			6 KXLY-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KZZU-F>>	1 KZZU-F>>	1 KZZU-F>	1 KZZU-F>	1 KZZU-F	1 KZZU-F	1 KEZE-F	1 KEZE-F	1 KEZE-F	1 KISC-F
2 KEZE-F	2 KEZE-F	2 KKPL-F	2 KISC-F>	KISC-F	KEZE-F>	2 KZZU-F	2 KKZX-F	2 KZZU-F	2 KEZE-F
3 KISC-F	3 KKZX-F	3 KKZX-F	3 KDRK-F	3 KXLY-F	3 KKZX-F>	KKZX-F>	3 KISC-F	3 KKZX-F	3 KZZU-F
4 KKZX-F	KKPL-F	4 KISC-F	4 KXLY-F	4 KDRK-F>	4 KDRK-F>>	4 KISC-F>	4 KZZU-F>>	KISC-F>	4 KKZX-F
5	KISC-F	KEZE-F	5 KKPL-F	5 KKPL-F	5	5 KDRK-F	5	5 KDRK-F	5 KDRK-F
	6 KDRK-F	KDRK-F	6 KEZE-F	6 KKZX-F		6 KKPL-F>>			

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		91 (1)	91 (1)	17.6	21.8
AOR/CLASSIC		79 (2)	79 (2)	15.3	11.1
AC/OLDIES/SOFT ROCK	13 (1)	96 (3)	109 (4)	21.0	18.9
MOR/VARIETY	27 (2)		27 (2)	5.2	3.6
COUNTRY	38 (2)	50 (1)	88 (3)	17.0	16.8
BLACK/URBAN					
BEAUTIFUL/EASY		65 (1)	65 (1)	12.5	14.9
NEWS/TALK	27 (1)		27 (1)	5.2	5.5
NOSTALGIA	13 (1)		13 (1)	2.5	4.4
RELIGION/GOSPEL	6 (2)		6 (2)	1.2	1.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		3 (1)	3 (1)	0.6	1.5
UNKNOWN/OTHERS		10 (1)	10 (1)	1.9	
	124 (9)	394 (10)	518 (19)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KEYF-F	101.1	Cheney/Spokane	0.5/2.6
KRSS	1230	Spokane	0.7/3.0
KUDY	1280	Spokane	0.3/1.2
KVNI	1080	Coeur D Alene	1.4/4.4

RADIO STATIONS

KAQQ,	590,	5 KW	, MOR	TALKNT, NBC, $	16.00 (Katz)	Home News	Lucy Rice
KEYF,	1050,	5 KW/500 W, DA-1)	, NOSTALGIA	ABC D, MBS, $	14.00 (Republic)		Kim Cooper
KGA ,	1510,	50 KW (DA-N)	, COUNTRY	ABC I, $	21.00 (Eastman)	John Price	---
KJRB,	790,	5 KW (DA-N)	, OLDIES	, $	17.00 (Mc-Guild)		Rod Krebs
KTRW,	970,	5 KW/1 KW (DA-N)	, COUNTRY	US 2, $	18.00 (Christal)	Olympia	Chris Garras
KXLY,	920,	5 KW	, NEWS/TALK	CBS, MBS, $	21.00 (Torbet)		Tom Agnew
KAAR-F,	95.3,	1 KW @ 680,	??	, $	14.00 (---)	(MEDICAL LAKE)	---
KCDA-F,	103.1,	2 KW @ 350,	AC	TRNSTR, $	10.00 (Republic)	(COEUR D'ALENE)	---
KDRK-F,	93.7,	56 KW @ 2380,	COUNTRY	US 1, $	35.00 (Eastman)	John Price	---
KEYF-F,	101.1,	100 KW @ 900,	JAZZ/NAC	, $	17.00 (Republic)	(CHENEY)	Kim Cooper
KEZE-F,	105.7,	100 KW @ 1910,	AOR	, $	30.00 (Mc-Guild)		Rod Krebs
KISC-F,	98.1,	94 KW @ 2030,	AC	, $	36.00 (Katz)	Home News	Lucy Rice
KKPL-F,	96.1,	56 KW @ 2380,	AC	, $	27.00 (Republic)		Scott Christenso
KKZX-F,	98.9,	100 KW @ 1614,	CLASSIC AOR	, $	28.00 (Banner)	Medina	---
KXLY-F,	99.9,	37 KW @ 2998,	BTFL/EZ	, $	32.00 (Torbet)		Tom Agnew
KZZU-F,	92.9,	85 KW @ 2110,	CHR	, $	40.00 (Christal)	Olympia	Chris Garras

MISCELLANEOUS COMMENTS: KJRB, KEZE-F sold by Alexander to Apollo for $3,000,000...

SPRINGFIELD, MA

Arbitron Rank/Pop (12+): 71/502,500

MSA Rank/Pop: 86/588,100
ADI # 96
Average Person Ratings: 18.4
Market TSL: 24.25 hours

Stations: 25/13
Diaries: 964/521:1/48.4%
Sample Target: 890
% Below Line: 12.4
% Not Listed: 13.5

1988 Revenue: $11,800,000
HH Inc.: $33,206
Retail $: 4.7 Bil
Pop per Station: 38,653
#1 Biller: WHYN-AF $3,800,000

12+ METRO		1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WHYN-F	(AC)	107/11.5	8.2	10.3	9.5	7.0	9.9	121/1384	1218/24.2	24.8	20.3	131	8.8	75	1051	WHYN-F
2. WAQY-F	(AOR)	91/ 9.8	8.6	8.2	7.2	10.3	8.4	107/1371	1229/24.5	20.2	21.9	88	11.6	99	1189	WAQY-F
3. WMAS-F	(AC)	85/ 9.2	7.3	10.2	9.1	9.8	8.9	91/970	920/18.3	21.0	18.6	124	8.5	73	663	WMAS-F
4. WHYN	(MOR)	77/ 8.3	5.3	5.5	5.6	8.6	6.2	79/998	976/19.4	17.2	18.5	112	6.9	59	752	WHYN
5. WTIC-F	(CHR)	70/ 7.6	9.1	7.9	9.2	9.0	8.4	72/1152	1132/22.5	23.1	20.4	88	10.4	89	1221	WTIC-F
6. WRCH-F	(EZ)	67/ 7.2	10.1	8.7	8.9	10.0	8.7	69/852	820/16.3	15.4	15.8	88	4.4	38	409	WRCH-F
7. WMAS	(BB)	49/ 5.3	5.9	4.7	6.3	7.1	5.6	50/561	551/11.0	9.1	11.6	21	3.7	32	319	WMAS
8. WWYZ-F	(C)	32/ 3.5	2.6	2.2	0.4	----	2.2	34/434	422/ 8.4	5.2	0.0	117	5.0	43	291	WWYZ-F
9. WNNZ	(O)	25/ 2.7	3.5	1.8	2.4	2.2	2.6	28/387	359/ 7.1	5.6	6.6	137	1.6	14	193	WNNZ
10. WHMP-F	(CHR)	22/ 2.4	3.2	3.2	2.1	1.9	2.7	24/541	445/ 8.9	9.0	5.3	62	5.0	43	578	WHMP-F

12+ FM SHARE (METRO): 71.57% (574 of 802) (SPG 88: 66.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTIC-F>>	1 WAQY-F>	1 WAQY-F<	1 WHYN-F	1 WHYN-F	1 WHYN	1 WHYN-F<	1 WHYN-F	1 WHYN-F	1 WAQY-F>	1 WTIC
2 WHMP-F	2 WHYN-F	2 WHYN-F	2 WMAS-F	2 WMAS-F	2 WRCH-F	2 WHYN	2 WMAS-F>	2 WAQY-F	2 WTIC-F	2 WRCH-F
3 WAQY-F>>	3 WMAS-F	3 WMAS-F	3 WAQY-F	3 WHYN	3 WHYN-F	3 WMAS-F	3 WAQY-F	3 WTIC-F	3 WRCH-F	WHYN
4	4 WTIC-F	4 WTIC-F	4 WHYN	4 WAQY-F	4 WMAS	4 WAQY-F	4 WHYN	4 WMAS-F	WMAS-F	4 WMAS-F
5	5	5 WHYN	5 WTIC-F	5 WTIC-F	5 WMAS-F>>	5 WTIC-F	5	5	WHYN-F	WARE
				6 WRCH-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHYN-F	1 WHYN-F>	1 WHYN-F	1 WHYN-F>	1 WHYN-F>	1 WAQY-F>>	1 WAQY-F>>	1 WAQY-F>>	1 WAQY-F>>	1 WAQY-F
2 WAQY-F>	2 WMAS-F	2 WMAS-F	2 WMAS-F	2 WMAS-F>	2 WCCC-F	2 WCCC-F	2 WHYN-F	2 WTIC-F	2 WHYN-F
3 WMAS-F	WAQY-F	3 WTIC-F>	3 WAQY-F	3 WHYN	3 WTIC-F	3 WTIC-F	3 WMAS-F	WMAS-F	3 WMAS-F
4 WTIC-F>	4 WTIC-F>>	4 WAQY-F	4 WTIC-F>	4	4 WWYZ-F	4 WMAS-F	4 WTIC-F	4 WHYN-F	WHYN
5 WKSS-F	5	5	5 WHYN	5	5 WMAS-F	5 WHYN-F	5 WCCC-F	WHYN	5

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		107 (3)	107 (3)	13.3	13.4
AOR/CLASSIC		140 (4)	140 (4)	17.5	17.8
AC/OLDIES/SOFT ROCK	25 (1)	218 (4)	243 (5)	30.3	25.7
MOR/VARIETY	113 (5)		113 (5)	14.1	15.7
COUNTRY	15 (1)	32 (1)	47 (2)	5.9	1.9
BLACK/URBAN					
BEAUTIFUL/EASY		77 (2)	77 (2)	9.6	12.4
NEWS/TALK	22 (2)		22 (2)	2.7	3.9
NOSTALGIA	49 (1)		49 (1)	6.1	8.0
RELIGION/GOSPEL	4 (1)		4 (1)	0.5	1.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	228 (11)	574 (14)	802 (25)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WACE	730	Chicopee	0.4/2.6
WARE	1250	Ware	0.4/2.4
WHMP	1400	Northampton	1.8/4.9
WIXY	1600	East Longmeadow	1.6/3.3
WREB	930	Holyoke	1.2/4.5
WSPR	1270	Springfield	1.2/4.3
WAAF-F	107.3	Worcester	1.8/8.6
WBZ	1030	Boston	0.3/1.8
WCCC-F	106.9	Hartford	2.2/10.8
WDRC-F	102.9	Hartford	1.7/8.6
WHCN-F	105.9	Hartford	1.3/8.2
WIOF-F	104.1	Waterbury	1.1/4.9
WKSS-F	95.7	Hartford	1.6/9.0
WSRS-F	96.1	Worcester	1.1/3.5
WTIC	1080	Hartford	1.3/5.5

RADIO STATIONS

WHMP, 1400, 1 KW , MOR	NBC, $ 18.00 (K & P)		Tom Hennessy
WHYN, 560, 5 KW/1 KW (DA-2) , MOR/AC	ABC I, $ 35.00 (Mc-Guild)	Wilkes-Schwartz	Marc Berman
WMAS, 1450, 1 KW , NOSTALGIA	MBS, $ 28.00 (Banner)	Lappin	Joe Rizza
WNNZ, 640, 50 KW/1 KW (DA-2) , OLDIES	US 2, $ 25.00 (---)		Bob Chapman
WREB, 930, 500 W (DAYS) ,	, $ 13.00 (---)		Larry Milesky
WSPR, 1270, 5 KW/1 KW (DA-2) , TALK	SUN, $ 20.00 (Roslin)		Al Herskovitz
WAQY-F, 102.1, 27 KW @ 650, AOR	ABC F, $ 55.00 (Katz)	Sunshine	Larry Weiss
WHMP-F, 99.3, 3 KW @ 300, CHR	, $ 25.00 (K & P)		Tom Hennessy
WHYN-F, 93.1, 9 KW @ 1000, AC	, $ 64.00 (Mc-Guild)	Wilkes-Schwartz	Marc Berman
WMAS-F, 94.1, 50 KW @ 360, AC	, $ 56.00 (Banner)	Lappin	Joe Rizza

OTHER RANKED STATIONS -- See Hartford

SPRINGFIELD, MO

Arbitron Rank/Pop (12+): 159/194,600
MSA Rank/Pop: 184/231,900
ADI # 79
Average Person Ratings: 16.9
Market TSL: 22.5 hours

Stations: 11/11
Diaries: 593/328:1/58.8%
Sample Target: 550
% Below Line: 0.0
% Not Listed: 11.9

1988 Revenue: $9,200,000
HH Inc.: $29,767
Retail $: 1.7 Bil
Pop per Station: 17,690
#1 Biller: KTTS-AF $3,500,000

12+ METRO		1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KWTO-F	(CHR)	88/26.7	----	22.5	----	25.8	----	149/1496	801/41.2	38.0	43.0	62				KWTO-F
2. KTTS-F	(C)	58/17.6	----	19.2	----	21.6	----	130/1485	659/33.9	30.4	32.1	128				KTTS-F
3. KXUS-F	(AC)	39/11.9	----	12.3	----	13.4	----	51/638	455/23.4	24.2	27.7	114				KXUS-F
4. KTXR-F	(EZ)	35/10.6	----	7.6	----	10.2	----	83/898	410/21.1	16.1	21.5	106				KTXR-F
5. KWTO	(C)	19/ 5.8	----	9.1	----	6.7	----	39/708	261/13.4	17.0	15.2	112				KWTO
6. KLTQ-F	(?)	16/ 4.9	----	----	----	----	----	23/243	182/ 9.4	0.0	0.0	120				KLTQ-F
7. KTTS	(C)	15/ 4.6	----	6.9	----	5.3	----	24/446	279/14.3	14.6	11.6	52				KTTS
8. KICK	(O)	8/ 2.4	----	2.2	----	----	----	10/186	163/ 8.4	6.0	0.0	171				KICK
9.																
10.																

12+ FM SHARE (METRO): 84.14% (244 of 290) (SPG 88: 73.81%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KWTO-F>>	1 KWTO-F>>	1 KWTO-F>>	1 KTTS-F	1 KTTS-F>	1 KTTS-F>	1 KTTS-F<	1 KWTO-F>	1 KWTO-F>>	1 KWTO-F>>	1 KTTS-F>
2	2 KXUS-F>>	2 KTTS-F<	2 KWTO-F	2 KWTO-F	2 KTXR-F>>	2 KWTO-F>>	2 KTTS-F	2 KXUS-F	2 KTTS-F>	2 KWTO-F
3	3 KTTS-F	3 KXUS-F>>	3 KXUS-F>	3 KXUS-F	3	3 KXUS-F	3 KXUS-F	KTTS-F>	3 KTXR-F	3 KXUS-F>>
4	4	4	4 KTXR-F	4 KTXR-F	4	4	KTXR-F	4 KTXR-F	4 KXUS-F	4

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KWTO-F>>	1 KWTO-F>>	1 KWTO-F>>	1 KWTO-F>>	1 KTTS-F
2	2 KXUS-F	2 KXUS-F	2 KTTS-F>	2 KWTO-F>>
3	3 KTTS-F>	KTTS-F	3 KXUS-F	3 KTXR-F
4	4 KLTQ-F>>	4 KLTQ-F>>	4	4 KLTQ-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KWTO-F>>	1 KWTO-F	1 KXUS-F>	1 KWTO-F	1 KTTS-F
2 KXUS-F>>	2 KXUS-F>>	2 KWTO-F>	2 KXUS-F>	2 KXUS-F>
3 KLTQ-F>>	3 KWTO	3 KWTO	3 KTTS-F>	3 KWTO-F
4	KTXR-F	KTXR-F	4 KTXR-F	KTXR-F
	KTTS-F	5 KTTS-F>>		

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		88 (1)	88 (1)	30.3	24.6
AOR/CLASSIC		3 (1)	3 (1)	1.0	4.0
AC/OLDIES/SOFT ROCK	12 (2)	44 (2)	56 (4)	19.3	19.4
MOR/VARIETY					2.8
COUNTRY	34 (2)	58 (1)	92 (3)	31.7	38.5
BLACK/URBAN					
BEAUTIFUL/EASY		35 (1)	35 (1)	12.1	8.3
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL					2.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		16 (1)	16 (1)	5.5	
	46 (4)	244 (7)	290 (11)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KTOZ	1060	Springfield	1.2/3.3
KTOZ-F	104.9	Marsfield	1.5/5.8
KXBR-F	93.5	Greenfield	0.9/4.1

RADIO STATIONS

KICK, 1340, 1 KW	, OLDIES	SMN, TALKNT, $ 10.00 (---)		Joanne Kramer
KTOZ, 1060, 500 W (DAYS)	, SEE KTOZ-F			
KTTS, 1260, 5 KW (DA-N)	, COUNTRY	ABC D, $ 20.00 (Torbet)	Great Empire	Curt Brown
KWTO, 560, 5 KW (DA-N)	, COUNTRY	ABC I, $ 20.00 (Banner)	Cole	Rich Nichols
KLTQ-F, 96.5, 3 KW @ 328, ??		, $ 11.00 (---)	(SPARTA)	Jim Gardner
KTOZ-F, 104.9, 3 KW @ 300, SOFT AC		NBS, $ 13.00 (---)	(MARSHFIELD)	Larry Campbell
KTTS-F, 94.7, 100 KW @ 659, COUNTRY		ABC D, $ 50.00 (Torbet)	Great Empire	Curt Brown
KTXR-F, 101.5, 100 KW @ 1150, BTFL/EZ		NBC, $ 18.00 (Roslin)		J. Meyer
KWTO-F, 98.7, 100 KW @ 600, CHR		ABC C, $ 55.00 (Banner)	Cole	Rich Nichols
KXBR-F, 93.5, 2 KW @ 340, AOR		, $ 8.00 (---)	(GREENFIELD)	Steve Evans
KXUS-F, 97.3, 100 KW @ 480, AC		, $ 36.00 (Republic)	Demaree	---

MISCELLANEOUS COMMENTS: KTOZ sold for $310,000...KWTO A/F sold by Summit to Cole for $5,200,000 (Mahlman)...KTOZ (Marshfield) sold to Borders for $1,000,000 (Peterson)...KGBX sold to Borders for $155,000 (Auctio

STEUBENVILLE

Arbitron Rank/Pop (12+): 202/126,300
Stations: 21/3
1988 Revenue: $2,000,000
Diaries: 570/222:1/59.9%
HH Inc.: $27,454
MSA Rank/Pop: 242/151,600
Wheeling ADI
Sample Target: 550
Retail $: 0.8 Bil
% Below Line: 7.5
Pop per Station: 42,100
Average Person Ratings: 16.9
% Not Listed: 17.3
#1 Biller: WSTV $700,000
Market TSL: 22.5 hours

12+ METRO		1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WOMP-F	(CHR)	27/12.6	----	6.0	----	8.6	----		254/20.1	15.5	18.2	83				WOMP-F
2. WRKY-F	(CHR)	24/11.2	----	13.9	----	14.3	----		322/25.5	31.9	34.5	127				WRKY-F
3. WSTV	(N/T)	18/ 8.4	----	14.9	----	13.3	----		200/15.8	20.5	20.1	68				WSTV
4. WDVE-F	(AOR)	16/ 7.5	----	8.0	----	7.6	----		224/17.7	16.1	17.8	76				WDVE-F
5. WWSW-F	(AC)	12/ 5.6	----	7.5	----	2.9	----		195/15.4	13.3	8.1	202				WWSW-F
WOVK-F	(C)	12/ 5.6	----	3.0	----	3.8	----		117/ 9.3	9.5	8.4	134				WOVK-F
WEEL-F	(EZ)	12/ 5.6	----	2.5	----	0.5	----		140/11.1	8.8	6.2	50				WEEL-F
8. WSHH-F	(EZ)	10/ 4.7	----	4.5	----	4.3	----		153/12.1	7.5	11.6	19				WSHH-F
9. WWVA	(C)	8/ 3.7	----	5.5	----	7.6	----		150/11.9	17.0	19.4	103				WWVA
10. WELA-F	(C)	7/ 3.3	----	4.5	----	4.8	----		112/ 8.9	10.2	11.8	115				WELA-F
11. WBZZ-F	(CHR)	6/ 2.8	----	3.0	----	5.2	----		142/11.2	13.8	12.7	100				WBZZ-F
KDKA	(MOR)	6/ 2.8	----	5.5	----	4.3	----		99/ 7.8	13.7	12.3	68				KDKA
13.																
14.																
15.																

This market's TSA and MSA are the same.

12+ FM SHARE (METRO): 77.97% (138 of 177) (SPG 88: 66.84%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOMP-F>>	1 WDVE-F	1 WOMP-F	1 WRKY-F	1 WRKY-F	1 WSTV >	1 WSTV	1 WRKY-F	1 WRKY-F	1 WOMP-F	1 WWSW-F>
2 WRKY-F>	WRKY-F	WRKY-F>	2 WWSW-F	2 WWSW-F	2 WSHH-F	2 WOMP-F	2 WOMP-F>	2 WOMP-F	2 WDVE-F>	2 WDVE-F>
3 WDVE-F>	3 WOMP-F>>	3 WDVE-F	3 WOMP-F>	3 WOMP-F>	WEEL-F	3 WRKY-F>	3 WSTV	3 WDVE-F	3 WRKY-F>	3 WWVA >
4 WBZZ-F>>	4	4 WWSW-F	4 WOVK-F	4 WOVK-F	4 WOVK-F	4 WDVE-F	4 WEEL-F	4 WWSW-F	4	4 WAMO-F
5	5	5	WDVE-F>>	5	WOMP-F	5	5 WDVE-F	5	5	WRKY-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WOMP-F>>	1 WOMP-F	1 WRKY-F>	1 WOMP-F	1 WRKY-F	1 WDVE-F	1 WDVE-F	1 WRKY-F>	1 WOMP-F	1 WRKY-F>
2 WDVE-F	2 WRKY-F	2 WWSW-F	WRKY-F>	2 WWSW-F	2 WOMP-F>>	2 WRKY-F>	2 WDVE-F>>	WRKY-F	2 WWSW-F
WRKY-F>>	3 WDVE-F>>	WOMP-F	3 WWSW-F>	3 WOMP-F	3 WRKY-F>	3 WOMP-F>>	3 WWSW-F	3 WDVE-F>	WOMP-F
4	4	WDVE-F>>	4 WDVE-F	4 WSTV	4	4	WOMP-F>>	4 WWSW-F	4 WOVK-F
5	5	5	5	5 WOVK-F	5	5	5	5 WOVK-F>>	5 WDVE-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		58 (4)	58 (4)	32.8	25.8
AOR/CLASSIC		17 (2)	17 (2)	9.6	10.5
AC/OLDIES/SOFT ROCK		14 (2)	14 (2)	7.9	10.0
MOR/VARIETY	9 (2)		9 (2)	5.1	27.4
COUNTRY	8 (1)	22 (4)	30 (5)	16.9	13.7
BLACK/URBAN		4 (1)	4 (1)	2.3	4.2
BEAUTIFUL/EASY		22 (2)	22 (2)	12.4	7.4
NEWS/TALK	18 (1)		18 (1)	10.2	
NOSTALGIA					
RELIGION/GOSPEL		1 (1)	1 (1)	0.6	0.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	4 (1)		4 (1)	2.3	0.5
	39 (5)	138 (16)	177 (21)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEIR	1430	Weirton	1.4/9.4
WAMO-F	105.9	Pittsburgh	1.9/4.7
WBBD	1600	Wheeling	1.9/3.5
WDSY-F	107.9	Pittsburgh	0.5/2.9
WHOT-F	101.1	Youngstown	0.5/1.7
WLTJ-F	92.9	Pittsburgh	0.9/5.1
WMYG-F	96.9	Braddock	0.5/5.6
WPIT-F	101.5	Pittsburgh	0.5/2.2
WQXK-F	105.1	Salem/Youngstwn	0.9/2.9

RADIO STATIONS

WEIR, 1430, 1 KW (DA-2) , MOR APR, $ 14.00 (HNWH) (WEIRTON, WV) Marvel Virtue
WSTV, 1370, 1 KW , NEWS/TALK MBS, TALKNT, $ 28.00 (Regional) Associated Bill Chesson

WRKY-F, 103.5, 16 KW @ 880, CHR , $ 30.00 (Regional) Associated Bill Chesson
WELA-F, 104.3, 50 KW @ 335, COUNTRY SMN, $ 15.00 (Dome) (E.LIVERPOOL,OH) R. Aughinbaug

OTHER RANKED STATIONS -- See Wheeling or Pittsburgh
MISCELLANEOUS COMMENTS: WDIG sold for $116,000.

STOCKTON

Arbitron Rank/Pop (12+): 98/381,500

MSA Rank/Pop: 104/460,000
Sacramento ADI
Average Person Ratings: 15.9
Market TSL: 21.75 hours

Stations: 32/9
Diaries: 721/529:1/49.1%
Sample Target: 690
% Below Line: 16.1
% Not Listed: 15.5

1988 Revenue: $7,300,000
HH Inc.: $32,156
Retail $: 2.6 Bil
Pop per Station: 42,388
#1 Biller: KWG/KYBB $1,900,000

12+ METRO		1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KHOP-F	(CHR)	63/10.4	4.4	6.5	7.0	4.1	----	63/952	952/25.0	17.1	13.2	112	8.7	53	705	KHOP-F
2. KRAK	(C)	34/ 5.6	9.1	6.3	5.6	7.3	----	34/393	393/10.1	12.0	13.8	120	4.3	26	439	KRAK
3. KFRC	(BB)	33/ 5.4	1.3	1.5	1.0	1.5	----	33/261	261/ 6.8	3.2	3.9	22	1.8	11	173	KFRC
4. KDJK-F	(AOR)	31/ 5.1	3.2	5.6	3.9	2.4	----	31/345	345/ 9.0	8.5	6.1	108	5.3	32	377	KDJK-F
5. KJAX-F	(EZ)	29/ 4.8	2.7	3.5	7.6	5.4	----	29/410	410/10.7	8.5	11.1	56	3.6	22	281	KJAX-F
6. KNBR	(MOR)	28/ 4.6	3.0	3.6	3.7	5.4	----	28/409	409/10.7	9.4	12.1	165	3.6	22	298	KNBR
7. KMEL-F	(CHR)	26/ 4.3	2.1	3.1	1.7	1.7	----	26/428	428/11.2	6.4	4.6	63	6.7	41	438	KMEL-F
8. KWG	(O)	25/ 4.1	4.1	5.2	5.2	3.2	----	25/347	347/ 9.1	10.6	7.9	171	4.6	28	265	KWG
9. KCBS	(N/T)	24/ 3.9	3.2	2.9	5.2	7.3	----	24/395	395/10.4	7.9	12.8	85	2.1	13	278	KCBS
10. KBEE-F	(EZ)	23/ 3.8	5.5	6.1	6.6	4.3	----	23/372	372/ 9.8	11.4	8.9	87	3.3	20	281	KBEE-F
11. KWIN-F	(CHR)	22/ 3.6	3.6	7.3	4.9	5.0	----	22/500	500/13.1	16.5	15.9	92	6.4	39	562	KWIN-F
KYBB-F	(O)	22/ 3.6	3.6	2.5	3.7	3.9	----	22/369	369/ 9.7	6.8	7.2	144	3.5	21	277	KYBB-F
13. KSTN	(SP)	21/ 3.5	2.1	2.7	3.5	3.4	----	21/391	391/10.2	10.3	11.2	60	3.9	24	356	KSTN
14. KFMR-F	(C)	19/ 3.1	6.5	5.0	4.3	3.9	----	19/373	373/ 9.8	10.6	8.3	116	4.6	28	300	KFMR-F
15.																

12+ FM SHARE (METRO): 61.28% (315 of 514) (SPG 88: 65.83%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHOP-F>	1 KHOP-F>	1 KHOP-F>	1 KHOP-F>	1 KHOP-F>	1 KFRC	1 KHOP-F>	1 KHOP-F	1 KHOP-F>	1 KHOP-F	1 KRAK-F
2 KMEL-F>	2 KDJK-F>	2 KDJK-F	2 KNBR	2 KNBR	2 KJAX-F	2 KRAK	KFRC	2 KRAK	2 KMEL-F>	KRAK >
3 KSTN	3 KMEL-F	3 KNBR	3 KWG	3 KWG	3 KRAK	3 KDJK-F<	3 KRAK	3 KDJK-F	3 KNBR >	3 KMEL-F
4	4 KWIN-F	KWG	4 KDJK-F<	4 KRAK	4 KCBS	4 KNBR	4 KDJK-F<	4 KFRC	4 KSTN	4 KCBS
5	5	5	5 KYBB-F	5	5	KCBS	5 KJAX-F	5 KNBR	5 KWIN-F	KJOY

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KDJK-F	1 KHOP-F	1 KHOP-F>	1 KHOP-F>	1 KHOP-F>	1 KHOP-F>>	1 KHOP-F>>	1 KHOP-F>>	1 KHOP-F>	1 KHOP-F
2 KWOD-F	2 KDJK-F>	2 KDJK-F>	2 KDJK-F>	2 KWG	2 KRAK	2 KDJK-F	2 KNBR	2 KNBR	2 KRAK
KHOP-F>	3 KWOD-F>	3 KWG	3 KWOD-F	3 KNBR	KDJK-F	3 KMEL-F	KDJK-F>	3 KRAK	3 KNBR
4 KWIN-F	4 KYBB-F	4 KOSO-F	KWG	4 KDJK-F	KSTN	4 KRAK	4 KZAP-F	4 KYBB-F	4 KWG
5 KYBB-F	5	KYBB-F	5 KYBB-F	5	5	5 KWIN-F	KRAK	KMEL-F	5 KYBB-F
						KNBR	KWIN-F	KDJK-F	
								KWG	

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		137 (7)	137 (7)	26.7	21.4
AOR/CLASSIC		41 (3)	41 (3)	8.0	10.9
AC/OLDIES/SOFT ROCK	25 (1)	37 (3)	62 (4)	12.1	11.5
MOR/VARIETY	32 (2)		32 (2)	6.2	5.7
COUNTRY	40 (2)	35 (3)	75 (5)	14.6	17.6
BLACK/URBAN		2 (1)	2 (1)	0.4	5.5
BEAUTIFUL/EASY		52 (2)	52 (2)	10.1	10.5
NEWS/TALK	42 (3)		42 (3)	8.2	7.1
NOSTALGIA	39 (2)		39 (2)	7.6	1.7
RELIGION/GOSPEL					
SPANISH	21 (1)	7 (1)	28 (2)	5.4	8.2
CLASSICAL					
JAZZ/NEW AGE		4 (1)	4 (1)	0.8	
UNKNOWN/OTHERS					
	199 (11)	315 (21)	514 (32)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KIZS-F	96.7	MANTECA/MODESTO	0.8/6.7
KJOY	1280	STOCKTON	0.7/4.2
KSTN-F	107.3	STOCKTON	1.2/3.2
KFBK	1530	SACRAMENTO	1.0/2.3
KGO	810	SAN FRANCISCO	2.0/4.7
KOSO-F	93.1	PATTERSON/MDSTO	2.5/8.5
KQPT-F	100.5	SACRAMENTO	0.7/1.7
KRAK-F	105.1	SACRAMENTO	2.3/7.1
KRQR-F	97.3	SAN FRANCISCO	0.3/3.0
KSFM-F	102.5	WOODLAND	0.7/4.0
KSFO	560	SAN FRANCISCO	1.0/4.3
KSOL-F	107.7	SAN MATEO	0.3/2.8
KTRB	860	MODESTO/STOCKTN	1.0/2.8
KUBB-F	96.3	MARIPOSA	0.3/1.7
KWOD-F	106.5	SACRAMENTO	2.5/7.6
KXXX-F	99.7	SAN FRANCISCO	0.3/2.3
KYA -F	93.3	SAN FRANCISCO	0.0/1.2
KZAP-F	98.5	SACRAMENTO	1.3/5.2

RADIO STATIONS

KJOY,	1280,	1 KW (DA-N)	, MOR/AC	, $	12.00 (Christal)			Joel Gamble
KSTN,	1420,	5 KW/1KW (DA-2)	, HISPANIC	ABC C, $	16.00 (Roslin)			Knox LaRue
KWG ,	1230,	1 KW	, OLIDES	MBS, $	18.00 (Katz)	Home News		Ken Thompson
KCVR,	1570,	5 KW (DAYS, DA)	, HISPANIC	$	14.00 (Caballero)			Roger Turnbeaugh
KFMR-F,	100.1,	3 KW @ 300,	COUNTRY	, $	24.00 (CBS)			Susan Carson
KJAX-F,	99.3,	3 KW @ 300,	BTFL/EZ	ABC E, $	23.00 (Christal)			Joel Gamble
KIZS-F,	96.7,	3 KW @ 326,	CHR	, $	16.00 (Banner)		(MANTECA)	Joy Martin
KSTN-F,	107.3,	8 KW @ 1610,	HISPANIC	ABC C, $	17.00 (Roslin)			Knox LaRue
KYBB-F,	100.9,	3 KW @ 300,	OLDIES	, $	24.00 (Katz)	Home News	(TRACY)	Ken Thompson
KWIN-F,	97.7,	3 KW @ 300,	CHR	, $	27.00 (MMR)		(LODI)	Roger Turnbeaugh

OTHER RANKED SATIONS - See Modesto or Sacramento

MISCELLANEOUS COMMENTS: KSJQ-F changes calls to KIZS-F (March)...KIZS-F changes from URBAN to CHR (March).

SYRACUSE

Arbitron Rank/Pop (12+): 64/540,300

MSA Rank/Pop: 74/652,400
ADI # 68
Average Person Ratings: 17.8
Market TSL: 23.25 hours

Stations: 21/17
Diaries: 972/556:1/54.9%
Sample Target: 920
% Below Line: 1.6
% Not Listed: 15.8

1988 Revenue: $15,800,000
HH Inc.: $36,884
Retail $: 4.3 Bil
Pop per Station: 31,782
#1 Biller: WYYY-F $5,000,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WNTQ-F (CHR)	134/13.9	15.3	12.6	10.6	12.8	13.1	160/2126	1657/30.7	30.4	26.4	84	14.7	141	1628	WNTQ-F
2. WYYY-F (AC)	113/11.8	14.7	13.8	17.2	15.2	14.4	150/2139	1698/31.4	33.6	31.8	141	12.6	121	1312	WYYY-F
3. WSYR (MOR)	104/10.8	10.0	14.2	11.6	12.2	11.6	111/1448	1263/23.4	28.9	23.2	71	10.5	101	1174	WSYR
4. WAQX-F (AOR)	75/ 7.8	6.2	8.0	5.3	9.0	6.8	90/1279	1008/18.7	19.0	18.1	81	9.4	90	1192	WAQX-F
5. WKFM-F (AOR)	71/ 7.4	5.9	6.0	6.7	5.2	6.5	91/1332	1011/18.7	15.6	12.9	123	9.5	91	1117	WKFM-F
6. WRHP-F (EZ)	62/ 6.5	7.7	6.6	5.6	2.9	6.6	74/870	630/11.7	11.0	7.7	85	4.9	47	431	WRHP-F
7. WSEN-AF (O)	56/ 5.8	4.9	4.8	7.2	5.8	5.7	64/1024	889/16.5	13.0	14.2	181	5.5	47	591	WSEN-AF
8. WHEN (MOR)	40/ 4.2	3.2	4.6	4.1	5.6	4.0	48/1002	820/15.2	14.9	14.3	100	2.6	25	549	WHEN
9. WPCX-F (C)	38/ 4.0	2.3	2.2	0.4	0.8	2.2	66/744	433/ 8.0	5.2	1.9	133	1.5	14	212	WPCX-F
10. WEZG-F (EZ)	26/ 2.7	4.6	4.2	4.8	6.5	4.1	30/543	489/ 9.1	11.2	12.1	89	1.7	16	295	WEZG-F
11. WNDR (C)	25/ 2.6	2.5	0.4	1.7	2.2	1.8	25/400	392/ 7.3	3.7	5.3	69	1.4	13	194	WNDR
12. WMHR-F (REL)	17/ 1.8	0.6	1.4	1.7	1.2	1.4	32/321	196/ 3.6	3.1	3.1	100	0.8	8	132	WMHR-F
13.															
14.															
15.															

12+ FM SHARE (METRO): 75.65% (612 of 809) (SPG 88: 73.88%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNTQ-F>>	1 WNTQ-F<	1 WYYY-F	1 WYYY-F>	1 WYYY-F>	1 WSYR >	1 WSYR	1 WNTQ-F	1 WNTQ-F	1 WNTQ-F>	1 WSYR >>
2	2 WYYY-F	2 WNTQ-F>	2 WNTQ-F	2 WNTQ-F	2 WRHP-F	2 WYYY-F<	2 WYYY-F	2 WYYY-F>	2 WYYY-F	2 WNTQ-F
3	3 WAQX-F	3 WAQX-F<	3 WSEN-AF	3 WSEN-AF	3 WSEN-AF	3 WNTQ-F>	3 WAQX-F	3 WSYR <	WSYR	WAQX-F>
4	4 WKFM-F>>	4 WKFM-F>	4 WKFM-F>	4 WKFM-F	4 WYYY-F	4 WAQX-F	4 WSYR	4 WKFM-F	4 WAQX-F	4 WYYY-F
5	5	5 WSEN-AF	5 WAQX-F	5 WSYR	5 WHEN	5 WHEN	5 WKFM-F	5 WAQX-F	5 WKFM-F	5 WSEN-F
							6 WRHP-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WNTQ-F>	1 WYYY-F	1 WYYY-F>>	1 WYYY-F<	1 WYYY-F
2 WYYY-F	2 WNTQ-F>>	2 WNTQ-F>>	2 WNTQ-F>>	2 WNTQ-F>
3 WAQX-F	3 WKFM-F	3 WKFM-F>	3 WKFM-F	3 WSEN-AF
4 WKFM-F>>	4 WAQX-F>>	4 WAQX-F	4 WAQX-F<	4 WSYR
5	5	5	5 WSEN-AF	5

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAQX-F>>	1 WAQX-F	1 WKFM-F	1 WAQX-F	1 WYYY-F
2 WNTQ-F	2 WKFM-F	2 WYYY-F	2 WKFM-F	2 WKFM-F
3 WKFM-F>>	3 WNTQ-F	WAQX-F>	3 WYYY-F	3 WSEN-AF
4 WYYY-F	4 WYYY-F>>	4 WNTQ-F>>	4 WNTQ-F	4 WAQX-F
5	5	5	5 WSEN-AF	5 WNTQ-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		138 (2)	138 (2)	17.1	15.2
AOR/CLASSIC		152 (3)	152 (3)	18.8	17.8
AC/OLDIES/SOFT ROCK	6 (1)	163 (2)	169 (3)	20.9	24.1
MOR/VARIETY	144 (2)		144 (2)	17.8	21.5
COUNTRY	25 (1)	51 (3)	76 (4)	9.4	5.6
BLACK/URBAN					
BEAUTIFUL/EASY		88 (2)	88 (2)	10.9	10.8
NEWS/TALK					
NOSTALGIA	22 (3)		22 (3)	2.7	2.6
RELIGION/GOSPEL		17 (1)	17 (1)	2.1	1.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		3 (1)	3 (1)	0.4	1.0
	197 (7)	612 (14)	809 (21)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFBL	1390	Syracuse	0.7/2.7
WGES-F	105.5	Oswego	0.3/1.4
WSGO	1440	Oswego	1.0/1.6
WXRA	1220	North Syracuse	0.5/3.0
WFRG	1450	Rome/Utica	
WFRG-F	96.1	Rome/Utica	0.5/1.6
WMYZ-F	98.7	Utica/Rome	0.4/1.7
WOUR-F	96.9	Utica	0.6/1.9

RADIO STATIONS

WFBL, 1390, 5 KW (DA-N) , NOSTALGIA	CNN, $ 17.00 (Christal)	Wilkes-Schwartz	Jay Sterin
WHEN, 620, 5 KW/1 KW (DA-N) , MOR/AC	ABC E, $ 34.00 (Banner)	Park	John Enoch
WNDR, 1260, 5 KW (DA-N) , COUNTRY	CBS, $ 18.00 (Mc-Guild)	Osborn	Bill McMartin
WSYR, 570, 5 KW (DA-2) , MOR	NBC, $ 77.00 (Katz)	NewCity	John Terbossa
WAQX-F, 95.7, 25 KW @ 300, AOR	ABC R, $ 46.00 (MMR)	Atlantic Ventures	Richard Harker
WEZG-F, 100.9, 3 KW @ 165, BTFL/EZ	, $ 28.00 (Durpetti)	---	
WKFM-F, 104.7, 50 KW @ 500, AOR	SOURCE, $ 34.00 (Christal)	Wilkes-Schwartz	Jay Sterin
WMHR-F, 102.9, 20 KW @ 780, RELIGION	, $ 10.00 (---)		Gordon Bell
WNTQ-F, 93.1, 97 KW @ 660, CHR	, $ 50.00 (Mc-Guild)	Osborn	Bill McMartin
WRHP-F, 107.9, 50 KW @ 500, BTFL/EZ	ABC D, $ 38.00 (Banner)	Park	John Enoch
WSEN-F, 92.1, 25 KW @ 300, OLDIES	, $ 32.00 (HNWH)	Buckley	Joel Friedman
WYYY-F, 94.5, 100 KW @ 650, AC	, $ 106.00 (Katz)	NewCity	John Terboss
WPCX-F, 106.9, 45 KW @ 530, COUNTRY	SMN, $ 18.00 (Market)	Scott (AUBURN)	Richard Ducayne

TALLAHASSEE

Arbitron Rank/Pop (12+): 175/161,700
MSA Rank/Pop: 188/226,300
ADI # 117
Average Person Ratings: 16.6
Market TSL: 22.5 hours

Stations: 10/10
Diaries: 637/254:1/50.6%
Sample Target: 550
% Below Line: 0.0
% Not Listed: 18.2

1988 Revenue: $6,400,000
HH Inc.: $29,250
Retail $: 1.5 Bil
Pop per Station: 16,170
#1 Biller: WBGM-AF $1,100,000

12+ METRO		1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WGLF-F	(AOR)	43/16.0	----	18.1	----	8.8	----	55/766	523/32.3	33.3	32.8	126	15.0	48	593	WGLF-F
2. WANM	(B)	36/13.4	----	14.2	----	25.0	----	38/315	238/14.7	15.5	19.8	88	8.5	27	331	WANM
3. WTNT-F	(C)	33/12.3	----	9.8	----	8.8	----	77/917	381/23.6	16.3	16.3	96	11.6	37	407	WTNT-F
4. WTHZ-F	(CHR)	31/11.5	----	14.2	----	13.1	----	39/564	484/29.9	34.5	36.9	66	10.7	34	629	WTHZ-F
5. WBGM-F	(AC)	28/10.4	----	7.1	----	13.5	----	44/660	424/26.2	21.2	31.0	134	5.6	18	315	WBGM-F
6. WMLO-F	(EZ)	18/ 6.7	----	4.3	----	2.3	----	25/285	219/13.5	10.8	6.3	94	4.4	14	169	WMLO-F
7. WIQI-AF	(B)	13/ 4.8	----	10.2	----	2.7	----	38/383	211/13.0	12.4	11.9	73	21.9	70	470	WIQI-AF
8. WTMG-F	(O)	12/ 4.5	----	3.9	----	6.2	----	15/198	182/11.3	10.8	13.0	169	4.1	13	139	WTMG-F
9. WTAL	(T)	4/ 1.5	----	2.0	----	3.1	----	4/55	55/ 3.4	8.3	7.4	47	1.6	5	88	WTAL
10. WCVC	(REL)	2/ 0.7	----	1.2	----	1.2	----	2/55	55/ 3.4	3.4	3.6	100	0.6	2	21	WCVC

12+ FM SHARE (METRO): 80.91% (178 of 220) (SPG 88: 79.45%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTHZ-F>>	1 WGLF-F>	1 WGLF-F>	1 WGLF-F>	1 WGLF-F>	1 WTNT-F>	1 WGLF-F>	1 WGLF-F>	1 WGLF-F>	1 WBGM-F	1 WTHZ-F>>
2 WANM >>	2 WANM	2 WANM <	2 WBGM-F	2 WBGM-F	2 WMLO-F	2 WTNT-F	2 WTNT-F	2 WTHZ-F	2 WTNT-F	2 WGLF-F>
3	3 WBGM-F	3 WBGM-F>	3 WANM	3 WTNT-F	3 WANM	3 WTHZ-F	3 WANM <	3 WTNT-F	WGLF-F	3 WTNT-F
4	4 WTHZ-F	4 WTNT-F	6 WTNT-F	WANM	4 WBGM-F	4 WBGM-F	4 WBGM-F	4 WBGM-F<	4 WTHZ-F	WBGM-F
5	5	WTHZ-F	5	5	5 WGLF-F	5 WANM	5	5 WANM	5 WIQI-AF>>5	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WIQI-AF	1 WBGM-F	1 WBGM-F	1 WBGM-F<	1 WBGM-F
WGLF-F	2 WGLF-F>	2 WGLF-F>>	2 WGLF-F	2 WGLF-F
WBGM-F	3 WIQI-AF	3 WTNT-F	3 WANM >	WANM >
4 WTHZ-F	WANM	WANM	4 WTNT-F	4 WTNT-F
WANM	5	5	WTHZ-F	5

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGLF-F	1 WGLF-F>>	1 WGLF-F>>	1 WGLF-F>>	1 WGLF-F>>
2 WANM >>	2 WANM >	2 WANM	2 WANM	2 WTNT-F
3 WTHZ-F>	3 WTHZ-F>	3 WTHZ-F	3 WBGM-F	3 WBGM-F
4 WIQI-AF	4 WBGM-F>>	4 WBGM-F>>	4 WTNT-F	4 WANM
WBGM-F	5	5	WTHZ-F	5

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		31 (1)	31 (1)	14.1	16.4
AOR/CLASSIC		43 (1)	43 (1)	19.5	21.0
AC/OLDIES/SOFT ROCK		40 (2)	40 (2)	18.2	8.2
MOR/VARIETY					
COUNTRY		33 (1)	33 (1)	15.0	16.4
BLACK/URBAN	36 (1)	13 (1)	49 (2)	22.3	29.2
BEAUTIFUL/EASY		18 (1)	18 (1)	8.2	5.0
NEWS/TALK	4 (1)		4 (1)	1.8	
NOSTALGIA					2.3
RELIGION/GOSPEL	2 (1)		2 (1)	0.9	1.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	42 (3)	178 (7)	220 (10)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

RADIO STATIONS

WANM, 1070, 10 KW (DAYS)	, BLACK	SBN, $	20.00 (Banner)	Timm		Bob Badger
WCVC, 1330, 5 KW (DAYS)	, RELIGION	, $	10.00 (---)			Wendell Borrink
WTAL, 1450, 1 KW (DA-1)	, TALK	SUN, TALKNT, $	11.00 (Regional)			Don Keyes
WBGM-F, 98.9, 100 KW @ 365	, AC	ABC C, $	30.00 (Mc-Guild)			Royce Plummer
WGLF-F, 104.1, 100 KW @ 440	, AOR	ABC R, $	26.00 (Banner)	Timm		Bill Marriott
WMLO-F, 104.9, 2 KW @ 413	, BTFL/EZ	, $	16.00 (Eastman)		(HAVANNA)	Jon Hill
WTHZ-F, 103.1, 3 KW @ 300	, CHR	, $	25.00 (MMR)	Dolcom		Howard Dolgoff
WTMG-F, 95.9, 3 KW @ 300	, OLDIES	SMN, $	17.00 (Mc-Guild)	HVS		Rich Bartlett
WTNT-F, 94.9, 100 KW @ 850	, COUNTRY	ABC I, $	27.00 (Christal)	Palmer		Mark Halverson
WIQI-F, 101.7, 3 KW @ 300	, BLACK	NBN, $	13.00 (Roslin)		(QUINCY)	Lee Clear

MISCELLANEOUS COMMENTS: WMHX-F changes calls to WTMG (Sept.)...WMMX changes from COUNTRY to OLDIES (Sept.86)...
WWSD, WIQI-F (Quincy) sold for $1,750,000 (Richards).

TAMPA-ST. PETERSBURG

Arbitron Rank/Pop (12+): 21/1,756,466
MSA Rank/Pop: 21/2,004,900
ADI # 17
Average Person Ratings: 18.5
Market TSL: 24.75 hours

Stations: 27/23
Diaries: 1660/1058:1/54.1%
Sample Target: 1530
% Below Line: 0.8
% Not Listed: 10.3

1988 Revenue: $57,800,000
HH Inc.: $29,007
Retail $: 14.6 Bil
Pop per Station: 76,368
#1 Biller: WRBQ-F $18,500,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WRBQ-AF (CHR)	490/15.1	15.5	15.4	16.6	17.1	15.6	557/6677	5593/31.8	33.0	30.5	109	19.1	551	5499	WRBQ-AF
2. WQYK-F (C)	253/ 7.8	6.1	7.6	6.5	7.9	7.0	288/3070	2532/14.4	13.9	13.2	121	11.0	331	2479	WQYK-F
3. WWRM-F (AC)	243/ 7.5	6.3	9.4	5.9	9.6	7.3	277/4057	3546/20.2	20.2	15.9	101	8.8	267	2736	WWRM-F
4. WYNF-F (AOR)	221/ 6.8	7.5	6.9	7.4	7.0	7.2	355/3803	2407/13.7	15.0	12.4	113	7.6	231	2349	WYNF-F
5. WDUV-F (EZ)	217/ 6.7	6.8	6.4	5.8	3.0	6.4	380/3346	1964/11.2	11.8	8.3	28	2.7	81	1030	WDUV-F
6. WUSA-F (AC)	191/ 5.9	5.6	4.8	5.7	6.0	5.5	196/2709	2509/14.3	12.2	12.8	169	5.9	177	2075	WUSA-F
7. WNLT-F (AC)	184/ 5.7	4.3	4.1	5.9	4.0	5.0	206/2887	2466/14.0	12.4	11.1	133	5.1	155	2477	WNLT-F
8. WFLA (N/T)	138/ 4.2	6.3	4.7	4.7	5.9	5.0	165/2143	1727/ 9.8	10.4	10.0	102	5.4	163	1975	WFLA
9. WDAE (BB)	126/ 3.9	3.0	2.7	3.7	2.1	3.3	131/1064	1001/ 5.7	5.2	4.6	18	0.9	28	547	WDAE
10. WGUL-AF (BB)	122/ 3.7	5.5	3.3	3.7	3.3	4.1	123/1355	1307/ 7.4	6.3	6.8	22	2.2	46	453	WGUL-AF
11. WFLZ-F (O)	113/ 3.5	2.7	4.3	2.9	4.6	3.4	209/2923	1660/ 9.5	11.8	11.7	180	4.0	120	1549	WFLZ-F
12. WKRL-F (AOR)	103/ 3.2	3.1	3.7	3.8	4.0	3.5	109/1787	1561/ 8.9	9.3	8.7	131	3.8	115	1178	WKRL-F
13. WHVE-F (J/NA)	98/ 3.0	3.1	1.4	1.6	2.0	2.3	141/1851	1304/ 7.4	6.0	5.6	180	2.8	84	1192	WHVE-F
14. WSUN (C)	84/ 2.6	1.9	2.7	2.4	3.7	2.4	115/1697	1127/ 6.4	7.4	7.3	46	1.3	40	692	WSUN
15. WXCR-F (CL)	55/ 1.7	2.3	1.6	1.0	1.7	1.6	59/783	697/ 4.0	4.4	3.8	71	1.3	38	690	WXCR-F
16. WTMP (B)	52/ 1.6	2.4	2.1	2.3	2.3	2.1	56/840	780/ 4.4	4.6	2.8	119	3.4	102	969	WTMP
17. WRXB (B)	40/ 1.2	1.2	1.0	1.1	1.4	1.1	47/515	475/ 2.7	2.1	2.4	133	0.6	17	358	WRXB
18. WLVU-F (?)	38/ 1.2	0.8	1.2	1.0	0.4	1.1	40/527	489/ 2.8	3.4	1.9	17	0.2	7	262	WLVU-F
19. WTKN (N/T)	35/ 1.1	0.9	0.9	1.8	1.1	1.2	42/877	706/ 4.0	4.3	4.2	36	0.8	24	483	WTKN
20.															

12+ FM SHARE (METRO): 79.01% (2303 of 2915) (SPG 88: 77.72%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRBQ-AF>>	1 WRBQ-AF	1 WRBQ-AF>	1 WRBQ-AF>	1 WRBQ-AF>	1 WDUV-F	1 WRBQ-AF>	1 WRBQ-AF>	1 WRBQ-AF>	1 WRBQ-AF>>	1 WRBQ-F>>
2	2 WYNF-F>	2 WYNF-F	2 WUSA-F	2 WUSA-F	WQYK-F	2 WQYK-F<	2 WQYK-F<	2 WQYK-F	2 WYNF-F<	2 WTKN
3	3 WNLT-F>	3 WNLT-F	3 WQYK-F<	3 WQYK-F	3 WWRM-F	3 WYNF-F	3 WWRM-F	3 WWRM-F<	3 WNLT-F<	3 WDUV-F
4	4 WKRL-F>	4 WUSA-F	4 WYNF-F<	4 WYNF-F<	4 WRBQ-AF	4 WWRM-F	4 WDUV-F	4 WYNF-F	4 WWRM-F	4 WNLT-F
5	5 WHVE-F<	5 WQYK-F	5 WNLT-F	5 WWRM-F	5 WUSA-F	5 WUSA-F	5 WUSA-F<	5 WNLT-F	5 WDUV-F	5 WYNF-F
6	6 WUSA-F	6 WWRM-F<	6 WWRM-F<	WNLT-F	6 WDAE <	6 WFLA	6 WYNF-F<	6 WDUV-F	6	WWRM-F
7	7	7 WFLZ-F	7 WFLZ-F	7	7 WGUL-AF	7 WNLT-F<	7 WNLT-F	7 WUSA-F<	7	WQYK-F
8	8	8	8	8	WFLA	8 WDUV-F	8	8 WFLA	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WRBQ-AF>>	1 WRBQ-AF>>	1 WRBQ-AF>>	1 WRBQ-AF>>	1 WRBQ-AF>
2 WNLT-F	2 WNLT-F	2 WNLT-F	2 WNLT-F<	2 WUSA-F
3 WYNF-F>>	3 WYNF-F>	3 WUSA-F	3 WUSA-F	3 WWRM-F
4	4 WUSA-F	4 WWRM-F	4 WWRM-F	4 WQYK-F
5	5 WWRM-F>	5 WYNF-F>	5 WYNF-F	5 WNLT-F
6	6 WKRL-F	6 WKRL-F	6 WQYK-F<	6 WFLZ-F
7	7	WFLZ-F	7 WFLZ-F	7
8	8	8	8	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYNF-F>>	1 WYNF-F>	1 WYNF-F>	1 WYNF-F	1 WRBQ-AF
2 WRBQ-AF>>	2 WRBQ-AF>	2 WRBQ-AF	2 WRBQ-AF>	2 WYNF-F
3 WKRL-F>>	3 WKRL-F	3 WNLT-F<	3 WQYK-F	WQYK-F>
4	4 WNLT-F	4 WKRL-F	4 WNLT-F	4 WUSA-F<
5	5 WHVE-F	5 WHVE-F>	5 WKRL-F	5 WNLT-F
6	6 WFLZ-F	6 WFLZ-F	6 WHVE-F	6 WHVE-F
7	7	7 WQYK-F	WFLZ-F<	7 WFLZ-F
8	8	8	8 WUSA-F	8 WKRL-F

WFLA

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP	16 (1)	490 (2)	506 (3)	17.4	19.3
AOR/CLASSIC		324 (2)	324 (2)	11.1	12.1
AC/OLDIES/SOFT ROCK	14 (1)	731 (4)	745 (5)	25.6	17.6
MOR/VARIETY					
COUNTRY	114 (2)	253 (1)	367 (3)	12.6	13.1
BLACK/URBAN	40 (1)		40 (1)	1.4	4.1
BEAUTIFUL/EASY		226 (2)	226 (2)	7.8	14.0
NEWS/TALK	173 (2)		173 (2)	5.9	7.7
NOSTALGIA	190 (3)	88 (1)	278 (4)	9.5	6.5
RELIGION/GOSPEL	13 (1)		13 (1)	0.4	
SPANISH					0.7
CLASSICAL		55 (1)	55 (1)	1.9	1.9
JAZZ/NEW AGE		98 (1)	98 (1)	3.4	2.2
UNKNOWN/OTHERS		38 (1)	38 (1)	1.3	0.8
	560 (11)	2303 (15)	2915 (26)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEND	760	Brandon	0.4/1.5
WHBO	1040	Tampa	0.4/1.7
WLFF	680	St Petersburg	0.9/1.8
WQYK	1010	Seffner/Tampa	0.9/1.6
WEZY-F	94.1	Lakeland	0.3/0.9
WHLY-F	106.7	Leesburg/Orlndo	0.5/2.0

AM STATIONS

WDAE,	1250,	5 KW (DA-N)	, NOSTALGIA	ABC I, $ 54.00 (Mc-Guild)	Gannett	Gary De Francesco
WFLA,	970,	5 KW (DA-2)	, NEWS/TALK	NBC, $ 68.00 (Eastman)	Jacor	Dave Macejko
WHBO,	1040,	5 KW (DAYS)	, OLDIES	, $ 38.00 (MMR)	Metroplex	Jon Pinch
WLFF,	680,	1 KW (DAYS)	, NOSTALGIA	, $ 27.00 (---)	Century	Ted Wolfe
WQYK,	1010,	50 KW/5 KW (DA-2)	, BASICALLY A SIMULCAST WITH WQYK-F			
WRBQ,	1380,	5 KW (DA-N)	, SIMULCAST WITH WRBQ-F			
WRXB,	1590,	5 KW/1 KW (DA-2)	, BLACK	NBC, ABC C, $ 26.00 (---)		Eugene Danzey
WSUN,	620,	10 KW (DA-N)	, COUNTRY	CBS, MBS, $ 71.00 (CBS)	CBS	Shawn Portman
WTKN,	570,	5 KW/10 KW (DA-2)	, TALK/NEWS	MBS, CBS, $ 48.00 (HNWH)	Susquehanna	Gordon Obarski
WTMP,	1150,	5 KW/2.5 KW (DA-2),	BLACK	SBN, $ 34.00 (HNWH)		Paul Major
WGUL,	860,	2 KW/1.6 KW (DA-2),	SIMULCAST WITH WGUL-F			

FM STATIONS

WFLZ,	93.3,	99 KW @ 1350,	OLDIES	, $ 60.00 (Eastman)	Jacor	Dave Macejko
WGUL,	105.5,	3 KW @ 300,	NOSTALGIA	MBS, $ 44.00 (Roslin)	Marcocci	Carl Marcocci
WKRL,	97.9,	100 KW @ 649,	CLASSIC AOR	SOURCE, $ 79.00 (Banner)	Sandusky	Dan DiLoreto
WLVU,	106.3,	3 KW @ 300,	??	, $ 35.00 (---)		Greg Cohane
WNLT,	95.7,	100 KW @ 650,	AC	, $ 84.00 (MMR)	Metroplex	Jon Pinch
KQYK,	99.5,	100 KW @ 550,	COUNTRY	, $ 136.00 (Katz)	Infinity	Charlie Ochs
WRBQ,	104.7,	100 KW @ 555,	CHR	ABC F, $ 325.00 (Christal)	Edens	---
WUSA,	100.7,	100 KW @ 630,	AC	, $ 108.00 (Mc-Guild)	Gannett	Gerry De Francesco
WWRM,	107.3,	100 KW @ 649,	SOFT AC	, $ 80.00 (Durpetti)	Cox	Bob Huntley
WXCR,	92.5,	50 KW @ 500,	CLASSICAL	UPI, $ 48.00 (CMBS)	Entercom	Richard Roslow
WYNF,	94.9,	100 KW @ 1360,	AOR	RADRAD, $ 98.00 (CBS)	CBS	Shawn Portman
WHVE,	102.5,	100 KW @ 570,	JAZZ/NAC	, $ 58.00 (HNWH)	Susquehanna (SARASOTA)	Gordon Obarski
WDUV,	103.3,	100 KW @ 649,	BTFL/EZ	MBS, $ 60.00 (Christal)	(BRADENTON)	Bob Nelson

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

TERRE HAUTE

Arbitron Rank/Pop (12+): 170/174,300
MSA Rank/Pop: 268/133,900
ADI # 124
Average Person Ratings: 17.1
Market TSL: 23.0 hours

Stations: 15/13
Diaries: 558/312:1/54.1%
Sample Target: 550
% Below Line: 1.0
% Not Listed: 14.4

1988 Revenue: $4,100,000
HH Inc.: $28,889
Retail $: 1.1 Bil
Pop per Station: 13,407
#1 Biller: NA

12+ METRO		1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WTHI-F	(C)	78/26.2	----	20.0	----	22.5	----	116/1059	693/39.8	35.5	35.2	108				WTHI-F
2. WZZQ-F	(AOR)	45/15.1	----	13.2	----	15.8	----	63/753	502/28.8	27.2	25.1	98				WZZQ-F
3. WPFR-F	(CHR)	34/11.4	----	18.4	----	11.0	----	42/676	443/25.4	28.6	23.8	68				WPFR-F
4. WMGI-F	(AC)	30/10.1	----	13.2	----	11.9	----	39/556	417/23.9	25.0	21.9	147				WMGI-F
5. WBOW	(MOR)	19/ 6.4	----	7.6	----	4.0	----	19/235	225/12.9	11.3	9.5	77				WBOW
6. WAXI-F	(BB)	13/ 4.4	----	4.0	----	4.7	----	18/211	117/ 6.7	7.2	7.1	32				WAXI-F
7. WACF-F	(C)	8/ 2.7	----	2.0	----	4.3	----	12/273	135/ 7.7	7.3	11.3	104				WACF-F
8. WTHI	(O)	6/ 2.0	----	2.4	----	4.0	----	6/129	123/ 7.1	6.6	7.6	175				WTHI
WPRS	(MOR)	6/ 2.0	----	2.4	----	4.7	----	12/150	87/ 5.0	5.6	7.0	35				WPRS
10.																

12+ FM SHARE (METRO): 86.67% (221 of 255) (SPG 88: 81.47%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPFR-F>>	1 WZZQ-F>>	1 WZZQ-F<	1 WTHI-F>>	1 WTHI-F>>	1 WTHI-F>>	1 WTHI-F>>	1 WTHI-F>>	1 WTHI-F>	1 WZZQ-F	1 WTHI-F>
2 WZZQ-F>>	2 WPFR-F<	2 WTHI-F>	2 WZZQ-F	2 WZZQ-F	2 WBOW	2 WZZQ-F>	2 WZZQ-F	2 WZZQ-F>	2 WTHI-F	2 WZZQ-F
3	3 WTHI-F>	3 WMGI-F	3 WMGI-F>	WMGI-F>	3 WMGI-F	3 WMGI-F	3 WMGI-F>	3 WPFR-F>	3 WPFR-F>	3 WBOW >>
4	4 WMGI-F>>	4 WPFR-F>>	4 WPFR-F>>	4 WPFR-F	4 WAXI-F	4 WPFR-F	4 WPFR-F	4 WMGI-F>>	4 WMGI-F>	4 WPFR-F
5	5	5	5	5	5	5 WBOW	5 WBOW	5	5 WBOW >>	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZZQ-F	1 WZZQ-F	1 WTHI-F	1 WTHI-F	1 WTHI-F	1 WZZQ-F>>	1 WZZQ-F>>	1 WZZQ-F>>	1 WZZQ-F>>	1 WTHI-F
WPFR-F>>	WTHI-F	2 WMGI-F>	2 WMGI-F>	2 WMGI-F>>	2 WPFR-F>>	2 WPFR-F	2 WTHI-F>	2 WTHI-F>	2 WZZQ-F>>
3 WTHI-F	3 WPFR-F	3 WZZQ-F>	3 WZZQ-F	3 WZZQ-F	3	3 WTHI-F>>	3 WPFR-F	3 WPFR-F>>	3 WPFR-F
WMGI-F>>	WMGI-F>>	4 WPFR-F>>	4 WPFR-F>>	WPFR-F		4	4 WMGI-F>>	4	WMGI-F>
5	5	5	5	5 WBOW	5	5	5	5	5 WTHI

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		36 (2)	36 (2)	14.1	20.3
AOR/CLASSIC		45 (1)	45 (1)	17.6	14.2
AC/OLDIES/SOFT ROCK	6 (1)	31 (2)	37 (3)	14.5	20.3
MOR/VARIETY	25 (2)		25 (2)	9.8	11.6
COUNTRY	3 (1)	86 (2)	89 (3)	34.9	26.3
BLACK/URBAN					
BEAUTIFUL/EASY					
NEWS/TALK					0.4
NOSTALGIA		13 (1)	13 (1)	5.1	4.3
RELIGION/GOSPEL		4 (1)	4 (1)	1.6	1.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		6 (2)	6 (2)	2.4	1.3
	34 (4)	221 (11)	255 (15)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCBH-F	104.3	Casey	1.7/6.0
WKZI	800	Casey	1.0/2.0
WSDM-F	97.7	Brazil	0.3/3.7
WWVR-F	105.5	W.Terre Haute	1.3/3.8
WDNL-F	102.1	Danville/Chmpgn	0.7/2.4
WRTB-F	106.5	Washington/Vncn	0.3/2.2

RADIO STATIONS

WBOW, 1230, 1 KW , MOR	ABC I, $ 15.00 (Christal)	Contemp Media	Ron Mott
WPRS, 1440, 1 KW/250 W , MOR	ABC E, $ 9.00 (---)	(PARIS, IL)	Bill Brown
WTHI, 1480, 5 KW/° KW (DA-2) , OLDIES	UB 2, $ 11.00 (Katz)		Dave Liston
WACF-F, 98.5, 50 KW @ 500, COUNTRY	ABC E, $ 10.00 (---)	(PARIS, IL)	Bill Brown
WAXI-F, 104.9, 1 KW @ 440, NOST/EZ	NBC, SMN, $ 7.00 (Regional)	(ROCKVILLE)	Bill Cook
WMGI-F, 100.7, 50 KW @ 500, AC	RADRAD, $ 23.00 (Republic)		Paula Padgett
WPFR-F, 102.7, 50 KW @ 500, CHR	, $ 21.00 (K & P)		Tony Clark
WTHI-F, 99.9, 50 KW @ 494, COUNTRY	US 2, $ 34.00 (Katz)		Dave Liston
WZZQ-F, 107.5, 28 KW @ 670, AOR	ABC R, $ 22.00 (Christal)	Contemp. Media	Ron Mott

TOLEDO

Arbitron Rank/Pop (12+): 72/502,400

MSA Rank/Pop: 81/612,500
ADI # 63
Average Person Ratings: 17.3
Market TSL: 23.00 hours

Stations: 20/13
Diaries: 1119/449:1/53.8%
Sample Target: 1010
% Below Line: 3.4
% Not Listed: 12.2

1988 Revenue: $15,300,000
HH Inc.: $32,816
Retail $: 5.1 Bil
Pop per Station: 38,646
#1 Biller: WMHE-F $3,600,000

12+ METRO	-	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WIOT-F	(AOR)	112/12.9	11.4	12.2	10.3	9.6	11.7	182/1918	1188/23.6	23.5	21.2	99	16.0	151	1380	WIOT-F
2. WRQN-F	(CHR)	98/11.3	11.8	9.0	7.2	5.7	9.8	120/1658	1251/24.9	26.1	18.5	78	14.2	134	1642	WRQN-F
3. WKKO-F	(C)	84/ 9.6	9.1	10.7	10.6	14.4	10.0	107/1387	964/19.2	19.1	21.5	131	12.3	116	1014	WKKO-F
4. WLQR-F	(EZ)	76/ 8.7	9.3	7.4	8.1	11.5	8.4	118/1440	952/18.9	17.2	18.8	84	4.9	46	793	WLQR-F
5. WMHE-F	(CHR)	67/ 7.7	9.7	8.9	10.8	11.0	9.3	123/2367	1286/25.6	29.7	31.0	100	10.2	96	1625	WMHE-F
6. WWWM-F	(AC)	60/ 6.9	9.1	7.6	6.2	8.7	7.4	74/1067	926/18.4	19.1	18.9	157	5.1	48	792	WWWM-F
7. WJR	(MOR)	59/ 6.6	4.0	4.7	5.5	4.2	5.3	146/1693	796/15.8	12.0	12.3	101	3.6	34	646	WJR
8. WSPD	(MOR)	50/ 5.7	5.7	5.2	7.2	6.2	5.9	67/1090	786/15.6	16.0	16.3	39	3.8	36	579	WSPD
9. CKLW	(BB)	31/ 3.6	3.3	3.9	4.3	3.1	3.8	52/776	342/ 6.8	8.4	7.5	31	2.8	26	291	CKLW
10. WTOD	(C)	29/ 3.3	2.6	6.1	3.0	4.8	3.8	30/408	376/ 7.5	7.7	11.2	73	3.3	31	332	WTOD
11. WVOI	(B)	28/ 3.2	2.8	3.7	5.4	3.9	3.8	28/380	380/ 7.6	7.8	7.0	131	3.2	30	302	WVOI
12. WCWA	(O)	20/ 2.3	1.3	2.8	2.8	3.4	2.3	30/478	398/ 7.9	8.7	8.5	165	2.4	23	333	WCWA
13. WOHO	(C)	11/ 1.3	0.9	1.0	0.4	0.8	0.9	11/212	201/ 4.0	4.5	4.2	69	0.5	5	95	WOHO
14.																
15.																

12+ FM SHARE (METRO): 70.20% (537 of 765) (SPG 88: 70.22%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRQN-F>>	1 WIOT-F>>	1 WIOT-F>	1 WIOT-F	1 WIOT-F<	1 WLQR-F	1 WRQN-F<	1 WIOT-F	1 WIOT-F	1 WIOT-F	1 WSPD >>
2 WIOT-F>	2 WRQN-F>	2 WRQN-F	2 WKKO-F	2 WKKO-F	2 WKKO-F	2 WKKO-F	2 WKKO-F	2 WRQN-F	2 WRQN-F	2 WIOT-F<
3 WMHE-F>	3 WMHE-F>	3 WMHE-F<	3 WWWM-F	3 WWWM-F	3 WSPD <	3 WIOT-F	3 WRQN-F	3 WLQR-F	3 WSPD >	3 WLQR-F
4 WVOI >>	4 WWWM-F	4 WKKO-F<	4 WRQN-F	4 WRQN-F	4 WJR	4 WLQR-F	4 WLQR-F	4 WKKO-F	4 WJR	WCWA
5	5 WKKO-F>>	5 WWWM-F	5 WMHE-F	5	5	5	5 WMHE-F	5 WMHE-F	5	5
6	6	6	6 WLQR-F	6	6	6	6 WWWM-F	6 WWWM-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WRQN-F	1 WMHE-F<	1 WMHE-F	1 WRQN-F<	1 WKKO-F
2 WMHE-F>	2 WRQN-F	2 WWWM-F	2 WMHE-F	2 WWWM-F
3 WIOT-F>>	3 WIOT-F>	WKKO-F	3 WKKO-F	3 WMHE-F
4 WWWM-F	4 WWWM-F	WIOT-F	4 WWWM-F<	4 WRQN-F
5	5 WKKO-F	5 WRQN-F	5 WIOT-F	5

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>
2 WRQN-F>>	2 WRQN-F>>	2 WRQN-F	2 WRQN-F>	2 WKKO-F
3 WMHE-F>	3 WWWM-F	3 WWWM-F	3 WWWM-F	3 WWWM-F
4	WKKO-F	WKKO-F	4 WKKO-F	4 WJR
5	5 WMHE-F	5	5	WRQN-F
				WLQR-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		170 (3)	170 (3)	22.2	18.6
AOR/CLASSIC		116 (2)	116 (2)	15.2	11.9
AC/OLDIES/SOFT ROCK	20 (1)	78 (4)	98 (5)	12.8	14.4
MOR/VARIETY	109 (2)		109 (2)	14.2	12.0
COUNTRY	40 (2)	84 (1)	124 (3)	16.2	21.2
BLACK/URBAN	28 (1)	10 (1)	38 (2)	5.0	5.4
BEAUTIFUL/EASY		76 (1)	76 (1)	9.9	13.2
NEWS/TALK					
NOSTALGIA	31 (1)		31 (1)	4.1	3.4
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		3 (1)	3 (1)	0.4	
	228 (7)	537 (13)	765 (20)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WMTR-F	95.9	Rchbold/Wauseon	0.5/1.6
WTWR-F	98.3	Monroe	0.7/2.5
CKMR-F	93.9	Windsor	0.9/3.2
WHYT-F	96.3	Detroit	0.6/1.9
WJLB-F	97.9	Detroit	1.1/3.3
WKXA-F	100.5	Findlay	0.3/1.2
WRIF-F	101.1	Detroit	0.5/3.6

RADIO STATIONS

WCWA, 1230, 1 KW, OLDIES	MBS, CBS, $ 20.00 (Eastman)	Reams	Pete Cavanaugh
WOHO, 1470, 1 KW (DA-2), COUNTRY	, $ 16.00 (Durpetti)		Jeff Schwartz
WSPD, 1370, 5 KW (DA-N), MOR	NBC, $ 42.00 (Katz)	WHP, Inc.	---
WTOD, 1560, 5 KW (DAYS, DA), COUNTRY	ABC I, $ 31.00 (Country)	Booth	Clyde Roberts
WVOI, 1520, 1 KW (DA-2), BLACK	SBN, $ 19.00 (Roslin)		Charles Welch
WIOT-F, 104.7, 50 KW @ 500, AOR	SOURCE, $ 60.00 (Eastman)	Reams	Pete Cavanaugh
WLQR-F, 101.5, 15 KW @ 810, BTFL/EZ	ABC D, $ 46.00 (Katz)	WHP, Inc.	---
WRQN-F, 93.5, 2 KW @ 400, CHR	, $ 26.00 (Banner)	(BOWLING GREEN)	Bob Lafferty
WKKO-F, 99.9, 50 KW @ 500, COUNTRY	ABC F, $ 51.00 (MMR)	Booth	Clyde Roberts
WWWM-F, 105.5, 2.7 KW @ 341, AC	, $ 43.00 (Durpetti)		Jeff Schwartz
WMHE-F, 92.5, 50 KW @ 480, CHR	ABC F, $ 79.00 (Christal)	Osborn	Ruth Ray

CKLW, WSPD -- See Denver

TOPEKA

Arbitron Rank/Pop (12+): 167/177,900

MSA Rank/Pop: 234/162,300
ADI # 131
Average Person Ratings: 17.8
Market TSL: 23.75 hours

Stations: 18/8
Diaries: 551/323:1/54.6%
Sample Target: 550
% Below Line: 6.0
% Not Listed: 14.2

1988 Revenue: $6,000,000
HH Inc.: $37,443
Retail $: 1.2 Bil
Pop per Station: 22,237
#1 Biller: NA

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KMAJ-F (AC)	56/17.7	----	12.5	----	12.3	----	83/792	480/27.0	24.5	21.3	149	14.8	44	419	KMAJ-F
2. KTPK-F (C)	42/13.3	----	16.5	----	17.1	----	83/817	452/25.4	25.7	24.0	105	12.8	38	456	KTPK-F
3. WIBW-F (CHR)	30/ 9.5	----	11.7	----	12.7	----	57/1137	476/26.8	28.5	30.5	88	13.8	41	615	WIBW-F
4. KDVV-F (CHR)	25/ 7.9	----	7.7	----	9.9	----	35/605	406/22.8	18.8	20.7	92	8.1	24	450	KDVV-F
5. WDAF (C)	23/ 7.3	----	4.4	----	4.8	----	72/719	230/12.9	9.5	13.8	77	5.4	16	214	WDAF
6. WIBW (C)	21/ 6.6	----	9.5	----	8.6	----	64/790	307/17.3	19.2	17.7	59	4.7	14	299	WIBW
7. KYYS-F (AOR)	18/ 5.7	----	5.1	----	5.8	----	31/490	241/13.5	13.1	10.7	98	8.4	25	344	KYYS-F
8. KHUM-F (AC)	16/ 5.1	----	6.6	----	1.7	----	29/399	225/12.6	10.4	5.5	110	4.0	12	229	KHUM-F
9. KLZR-F (CHR)	10/ 3.2	----	2.2	----	1.0	----	37/419	202/11.4	5.7	4.1	69	3.0	9	152	KLZR-F
10. KTOP (BB)	7/ 2.2	----	5.9	----	6.5	----	7/178	171/ 9.6	11.4	11.9	27	4.0	12	223	KTOP

12+ FM SHARE (METRO): 77.86% (211 of 271) (SPG 88: 74.07%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIBW >	1 KMAJ-F>>	1 KMAJ-F>>	1 KMAJ-F>>	1 KMAJ-F>>	1 KTPK-F>	1 KMAJ-F	1 KMAJ-F>	1 KMAJ-F	1 WIBW	1 KMAJ-F>
2 KDVV-F>>	2 KYYS-F	2 KTPK-F	2 KTPK-F>	2 KTPK-F>	2 KMAJ-F	2 KTPK-F>	2 KTPK-F>	2 KTPK-F>	2 KMAJ-F	2 WDAF >
3 KLZR-F>>	3 WIBW-F	3 WIBW-F	3 WIBW-F	3 WIBW-F	3 WDAF	3 WIBW-F	3 WDAF	3 WIBW-F	3 KTPK-F	3 KDVV-F>
4	4 KDVV-F	4 KDVV-F	4 KDVV-F	4 KDVV-F	WIBW >	4 WDAF <	4 WIBW-F	KDVV-F	4 WIBW-F>	4 WIBW
5	5 KTPK-F	5 KYYS-F	5 KYYS-F	5	5 KHUM-F	5 WIBW	5 KDVV-F	5 WDAF	5 KDVV-F	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KMAJ-F>	1 KMAJ-F>>	1 KMAJ-F>>	1 KMAJ-F>>	1 KMAJ-F>>
2 WIBW-F	2 WIBW-F	2 WIBW-F>	2 WIBW-F	2 KTPK-F
KDVV-F>	3 KDVV-F	3 KYYS-F	3 KDVV-F	3 WIBW-F
4 KLZR-F	4 KLZR-F	KLZR-F	4 KTPK-F>>	4 KDVV-F
KTPK-F	5	KDVV-F	5	5

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KYYS-F>	1 KMAJ-F	1 KMAJ-F>>	1 KMAJ-F>	1 KMAJ-F>
2 KTPK-F>	2 KYYS-F>	2 KYYS-F>	2 KTPK-F	2 KTPK-F>>
3 WIBW-F	3 KTPK-F	3 KDVV-F>	3 KYYS-F>	3 WDAF
KDVV-F>	KDVV-F	4 WIBW-F	4 WIBW-F	KYYS-F
5 KMAJ-F>>	5 WIBW-F>>	KTPK-F	5	5

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		65 (3)	65 (3)	24.0	22.2
AOR/CLASSIC		19 (2)	19 (2)	7.0	9.1
AC/OLDIES/SOFT ROCK	1 (1)	72 (2)	73 (3)	26.9	21.4
MOR/VARIETY					0.4
COUNTRY	44 (2)	43 (2)	87 (4)	32.1	36.2
BLACK/URBAN		5 (1)	5 (1)	1.8	1.6
BEAUTIFUL/EASY		5 (1)	5 (1)	1.8	7.4
NEWS/TALK	8 (2)		8 (2)	3.0	1.6
NOSTALGIA	7 (1)		7 (1)	2.6	
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		2 (1)	2 (1)	0.7	
UNKNOWN/OTHERS					
	60 (6)	211 (12)	271 (18)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KEWI	1440	Topeka	1.3/7.9
KCFX-F	100.7	Harrisnvl/KsCty	0.3/2.0
KCMO	810	Kansas City	1.3/5.4
KCWV-F	98.9	Leavenwrth/KsCy	0.6/1.8
KPKF	1340	Kansas City	
KFKF-F	94.1	Kansas City	0.3/2.8
KMBR-F	99.7	Kansas City	1.6/2.6
KPRS-F	103.3	Kansas City	1.6/3.7
WHB	710	Kansas City	0.3/2.3

RADIO STATIONS

KEWI, 1440, 5 KW/1 KW (DA-2) , TALK	ABC I, $ 12.00 (Torbet)			Fritz Reynolds
KTOP, 1490, 1 KW , OLDIES	MBS, $ 14.00 (Banner)	Uno		Don Neer
WIBW, 580, 5 KW (DA-N) , COUNTRY	CBS, MBS, $ 20.00 (Katz)	Stauffer		Jerry Holley
KDVV-F, 100.3, 100 KW @ 1000, CHR	, $ 19.00 (Banner)	Uno		Don Neer
KHUM-F, 95.7, 100 KW @ 900, SOFT AC	, $ 17.00 (Christal)	Target	(OTTAWA)	Gerald Getz
KMAJ-F, 107.7, 100 KW @ 1150, AC	, $ 30.00 (Torbet)			Fritz Reynolds
KTPK-F, 106.9, 100 KW @ 1210, COUNTRY	, $ 34.00 (HNWH)			Pat Powers
WIBW-F, 97.3, 100 KW @ 1217, CHR	, $ 23.00 (Katz)	Stauffer		Jerry Holley
KLZR-F, 105.9, 100 KW @ 771, CHR	APR, SMN, $ 15.00 (---)		(LAWRENCE)	Hank Booth

MISCELLANEOUS COMMENTS: KEWI changes from COUNTRY to TALK...KHUM changes from EZ to AC...WREN sold to UNO for $375,000... KHUM-F (Ottawa) sold by Arrow for $1,800,000...KTPK-F (Marshfield) sold to Borders for $1,000,000 (Peterson).

TUCSON

Arbitron Rank/Pop (12+): 63/543,600
MSA Rank/Pop: 78/625,300
ADI # 83
Average Person Ratings: 17.8
Market TSL: 24.00 hours

Stations: 22/20
Diaries: 1014/536:1/56.8%
Sample Target: 880
% Below Line: 0.5
% Not Listed: 12.6

1988 Revenue: $17,100,000
HH Inc.: $27,740
Retail $: 4.0 Bil
Pop per Station: 27,180
#1 Biller: KRQQ-F $2,900,000

12+ METRO			1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1.	KRQQ-F	(CHR)	208/21.5	23.0	18.0	22.4	20.5	21.2	234/2358	2014/37.0	35.0	34.6	73	29.3	283	2059	KRQQ-F
2.	KWFM-F	(O)	80/ 8.3	5.0	6.1	8.4	9.0	6.9	85/1207	1098/20.2	17.5	19.0	170	6.4	62	907	KWFM-F
3.	KJYK-F	(EZ)	77/ 8.0	7.6	6.0	8.2	9.5	7.4	82/969	900/16.6	14.8	14.9	129	3.6	35	546	KJYK-F
4.	KLPX-F	(AOR)	76/ 7.9	8.9	7.6	8.8	7.6	8.3	87/1030	984/18.1	19.0	19.2	104	12.8	124	1181	KLPX-F
5.	KIIM-F	(C)	67/ 6.9	10.4	11.6	10.2	11.2	9.8	70/836	763/14.0	20.0	19.6	129	9.5	92	921	KIIM-F
6.	KNST	(N/T)	39/ 4.0	4.0	4.4	3.0	3.7	3.8	40/628	603/11.1	13.2	8.2	80	4.6	44	628	KNST
7.	KCUB	(C)	38/ 3.9	2.7	3.2	2.4	3.7	3.1	38/460	437/ 8.0	8.2	8.5	62	4.1	40	374	KCUB
8.	KMRR	(BB)	34/ 3.5	3.9	5.3	1.5	0.7	3.6	34/322	322/ 5.9	7.5	2.0	63	2.6	25	218	KMRR
9.	KUPD-F	(AOR)	29/ 3.0	2.7	2.0	2.9	2.8	2.7	37/485	395/ 7.3	6.7	7.5	113	4.0	39	368	KUPD-F
10.	KGVY	(BB)	28/ 2.9	1.6	5.2	2.2	1.9	3.5	29/258	247/ 4.5	5.4	3.9	14	1.0	10	125	KGVY
11.	KQYT-F	(EZ)	25/ 2.6	2.1	1.3	1.2	1.4	1.8	25/375	364/ 6.7	4.4	6.1	46	1.3	13	216	KQYT-F
12.	KTKT	(N/T)	22/ 2.3	0.9	0.8	1.9	1.2	1.5	22/475	426/ 7.8	4.9	4.0	104	0.5	5	148	KTKT
13.	KQTL	(SP)	20/ 2.1	3.8	1.5	1.9	1.4	2.3	20/205	202/ 3.7	4.4	2.5	162	0.6	6	90	KQTL
14.	KTUC	(T)	17/ 1.8	1.6	1.3	1.7	1.8	1.6	17/316	305/ 5.6	6.1	6.0	100	0.6	6	219	KTUC
15.	KAWV-F	(J/NA)	16/ 1.7	0.9	1.9	2.2	1.4	1.7	16/280	280/ 5.2	5.7	3.7	94	2.0	19	316	KAWV-F
16.	KAIR	(O)	15/ 1.6	0.9	1.8	2.7	2.4	1.8	15/206	206/ 3.8	4.5	6.4	75	0.5	5	201	KAIR
17.	KCEE	(O)	14/ 1.4	2.0	2.4	1.6	2.2	1.9	15/291	262/ 4.8	5.5	4.5	143	1.2	12	186	KCEE
18.																	
19.																	
20.	12+ FM SHARE (METRO):		70.14%	(592 of 844)					(SPG 88:	71.90%)							

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KRQQ-F>>	1 KRQQ-F>>	1 KRQQ-F>>	1 KRQQ-F	1 KRQQ-F	1 KWFM-F	1 KRQQ-F>>	1 KRQQ-F>	1 KRQQ-F>>	1 KRQQ-F>>	1 KNST >>
2	2 KLPX-F>	2 KWFM-F	2 KWFM-F>	2 KWFM-F>	2 KJYK-F<	2 KWFM-F	2 KJYK-F	2 KLPX-F<	2 KLPX-F	2 KRQQ-F
3	3 KJYK-F	KLPX-F	3 KJYK-F	3 KJYK-F	3 KIIM-F	3 KJYK-F<	3 KWFM-F	3 KJYK-F<	3 KWFM-F	3 KJYK-F
4	4 KWFM-F	4 KJYK-F>	4 KLPX-F	4 KIIM-F	4 KRQQ-F	4 KLPX-F	4 KLPX-F	4 KWFM-F	4 KNST	4
5 -	5 KIIM-F	5 KIIM-F	KIIM-F>>	5 KLPX-F>>	KCUB	5 KIIM-F	5 KIIM-F	KIIM-F	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRQQ-F>>	1 KRQQ-F>>	1 KRQQ-F>>	1 KRQQ-F>>	1 KRQQ-F>	1 KLPX-F	1 KRQQ-F	1 KRQQ-F	1 KRQQ-F<	1 KWFM-F>
2 KJYK-F	2 KJYK-F	2 KJYK-F	2 KJYK-F>	2 KJYK-F	2 KRQQ-F>>	KLPX-F>>	2 KLPX-F	2 KLPX-F	2 KRQQ-F
3 KLPX-F>>	3 KIIM-F	KIIM-F>	3 KIIM-F<	3 KIIM-F	3 KJYK-F	3 KUPD-F	3 KWFM-F	3 KWFM-F>>	3 KLPX-F>
4	4 KLPX-F	4 KWFM-F	4 KWFM-F	4 KWFM-[illegible]	4 KUPD-F>>	4 KWFM-F	4 KUPD-F	4 KUPD-F	4 KJYK-F
5	5	5	5 KLPX-F>>	5	5	5	5	KJYK-F	5 K[illegible]-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		208 (1)	208 (1)	24.6	23.6
AOR/CLASSIC		105 (2)	105 (2)	12.4	13.4
AC/OLDIES/SOFT ROCK	29 (2)	80 (1)	109 (3)	12.9	16.6
MOR/VARIETY					
COUNTRY	38 (1)	72 (2)	110 (3)	13.0	16.8
BLACK/URBAN					1.6
BEAUTIFUL/EASY		102 (2)	102 (2)	12.1	10.7
NEWS/TALK	78 (3)		78 (3)	9.2	7.3
NOSTALGIA	62 (2)		62 (2)	7.3	2.9
RELIGION/GOSPEL	6 (1)		6 (1)	0.7	1.1
SPANISH	39 (3)	9 (1)	48 (4)	5.7	4.4
CLASSICAL					
JAZZ/NEW AGE		16 (1)	16 (1)	1.9	1.6
UNKNOWN/OTHERS					
	252 (12)	592 (10)	844 (22)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
KTZR	1450	Tucson	1.0/2.0
KVOI	690	Tucson	0.6/1.6
KXEW	1600	Tucson	0.9/2.6
KXMG-F	98.3	Marana	0.9/2.1
KNIX	1580	Tempe/Phoenix	
KNIX-F	102.5	Phoenix	0.5/1.2

RADIO STATIONS

KAIR,	1490,	1 KW (DA-1)	, OLDIES	NBC, $	16.00 (Christal)	Duchossois	Dick Stein
KCEE,	790,	5 KW/500 W (DA-2)	, OLDIES	SMN, $	20.00 (MMR)	American	Laury Browning
KCUB,	1290,	1 KW	, COUNTRY	, $	32.00 (Katz)		Jim Slone
KGVY,	1080,	1 KW (DAYS)	, NOSTALGIA	APR, $	20.00 (---)		Joe Crystall
KMRR,	1330,	2 KW/5 KW (DA-2)	, NOSTALGIA	SMN, $	21.00 (Republic)		Laurie Weistert
KNST,	940,	1 KW/250 W (DA-2)	, NEWS/TALK	ABC I, MBS, $	30.00 (Mc-Guild)	Nationwide	Clancy Woods
KQTL,	1210,	10 KW/1 KW (DA-2)	, HISPANIC	, $	18.00 (Caballero)		Ernesto Portillo
KTKT,	990,	10 KW/1 KW (DA-N)	, NEWS/TALK	UPI, TRNSTR, $	18.00 (HNWH)	Lotus	Allan Hammeral
KTUC,	1400,	1 KW	, TALK	CBS, CNN, $	17.00 (Roslin)		Tom Maples
KXEW,	1600,	1 KW (DA-2)	, HISPANIC	CRC, $	15.00 (Lotus)		Pablo Ortiz
KAWV-F,	103.1,	.6 KW @ 610,	JAZZ/NAC	SMN, $	16.00 (Republic)	(ORACLE)	Laurie Weisert
KIIM-F,	99.9,	93 KW @ 2000,	COUNTRY	, $	44.00 (Katz)		Jim Slone
KJYK-F,	94.9,	97 KW @ 1952,	SOFT AC/EZ	, $	42.00 (Christal)	Duchossois	Dick Stein
KQYT-F,	96.1,	93 KW @ 100,	AOR	, $	35.00 (HNWH)	Lotus	Allan Browning
KQYT-F,	92.1,	1.8 KW @ 445,	BTFL/EZ	, $	17.00 (K & P)	(GREEN VALLEY)	Ed Pittsley
KRQQ-F,	93.7,	91 KW @ 2000,	CHR	, $	65.00 (Mc-Guild)	Nationwide	Clancy Woods
KWFM-F,	92.9,	90 KW @ 2036,	OLDIES	RADRAD, $	53.00 (MMR)	American	Laury Browning
KXMG-F,	98.3,	3 KW @ 200,	HISPANIC	CRC, $	14.00 (Lotus)	(MARANA)	Pablo Ortiz

MISCELLANEOUS COMMENTS: KPXX-F changes calls to KQYT (Jan.)...KQYT changes to BTFL (Jan.).
KJMM sold for $1,050,000.

TULSA

Arbitron Rank/Pop (12+): 57/649,100

MSA Rank/Pop: 68/733,000
ADI # 56

Average Person Ratings: 16.8
Market TSL: 22.25 hours

Stations: 19/19
Diaries: 1176/552:1/54.2%
Sample Target: 970
% Below Line: 0.0
% Not Listed: 10.7

1988 Revenue: $18,000,000
HH Inc.: $30,604
Retail $: 4.8 Bil
Pop per Station: 34,163
#1 Biller: KWEN-F $2,900,000

12+ METRO		1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KWEN-F	(C)	127/11.7	8.1	8.4	9.1	12.1	9.3	166/2411	1651/25.4	19.5	22.6	124	10.2	111	1450	KWEN-F
2. KMOD-F	(AOR)	115/10.6	11.0	14.4	12.2	13.1	12.1	188/1873	1190/18.3	20.4	22.1	108	14.6	159	1244	KMOD-F
3. KRMG	(MOR)	101/ 9.3	11.0	9.2	10.1	9.4	9.9	138/1621	1252/19.3	23.9	20.3	76	8.3	91	1276	KRMG
KAYI-F	(CHR)	101/ 9.3	8.0	9.0	9.8	10.4	9.0	126/1785	1384/21.3	21.2	21.8	45	14.1	154	1565	KAYI-F
5. KBEZ-F	(EZ)	89/ 8.2	9.4	8.0	9.1	8.2	8.7	116/1440	1107/17.1	17.9	16.3	91	5.9	64	578	KBEZ-F
6. KVOO	(C)	78/ 7.2	7.4	7.2	8.6	9.7	7.6	114/1641	1024/15.8	14.3	14.8	76	5.4	59	659	KVOO
7. KMYZ-F	(CHR)	69/ 6.3	5.4	6.2	5.6	6.1	5.9	120/1808	1139/17.5	17.8	17.1	81	7.1	78	1411	KMYZ-F
8. KVLT-F	(O)	53/ 4.9	6.4	3.2	3.6	2.7	4.5	84/1329	783/12.1	10.0	8.5	151	4.0	44	634	KVLT-F
9. KVOO-F	(C)	51/ 4.7	4.6	4.0	4.4	2.3	4.4	69/1066	688/10.6	9.8	7.0	109	6.0	59	659	KVOO-F
10. KRAV-F	(AC)	46/ 4.2	3.7	6.1	5.1	5.6	4.8	53/773	644/ 9.9	14.3	15.2	124	3.3	36	838	KRAV-F
11. KQMJ-F	(AC)	45/ 4.1	3.5	4.9	4.0	3.0	4.1	55/991	597/ 9.2	11.2	8.0	159	3.1	34	383	KQMJ-F
12. KTFX-F	(C)	27/ 2.5	4.0	4.3	3.2	3.2	3.5	57/999	455/ 7.0	9.7	10.9	92	2.7	30	437	KTFX-F
13. KBLK	(B)	20/ 1.8	2.3	0.9	1.2	0.4	1.5	20/204	204/ 3.1	2.9	1.8	100	1.4	15	144	KBLK
14.																
15.																

12+ FM SHARE (METRO): 77.26% (751 of 972) (SPG 88: 75.45%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KAYI-F>>	1 KMOD-F>	1 KMOD-F	1 KWEN-F	1 KWEN-F	1 KRMG	1 KRMG	1 KWEN-F	1 KMOD-F	1 KAYI-F	1 KRMG >>
2 KMYZ-F>>	2 KAYI-F	2 KWEN-F>	2 KMOD-F>	2 KMOD-F>	2 KBEZ-F	2 KWEN-F>	2 KMOD-F<	2 KWEN-F	2 KMOD-F	2 KVOO >
3	3 KMYZ-F<	3 KAYI-F	3 KVLT-F	3 KBEZ-F<	3 KWEN-F	3 KMOD-F<	3 KBEZ-F>	3 KAYI-F	3 KRMG	3 KWEN-F>
4	4 KWEN-F	4 KMYZ-F	4 KQMJ-F	4 KVLT-F	4 KVOO >>	4 KVOO	4 KRMG	4 KRMG <	4 KWEN-F	4 KBEZ-F<
5	5	5 KVLT-F	KBEZ-F	5 KRMG	5	5 KAYI-F	5 KAYI-F	5 KBEZ-F	5 KMYZ-F	5 KMOD-F
6	6	6	6	KQMJ-F	6	6 KBEZ-F	6 KVOO	6 KMYZ-F	6 KBEZ-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KAYI-F	1 KMOD-F<	1 KWEN-F	1 KWEN-F>	1 KWEN-F	1 KAYI-F	1 KMOD-F>>	1 KMOD-F>>	1 KMOD-F>	1 KMOD-F
2 KMYZ-F	2 KAYI-F<	2 KMOD-F>	2 KMOD-F<	2 KBEZ-F>	2 KMOD-F>>	2 KAYI-F>	2 KWEN-F	2 KWEN-F	2 KWEN-F>
3 KMOD-F>	3 KWEN-F<	3 KVLT-F	3 KAYI-F	3 KRAV-F	3 KMYZ-F>>	3 KMYZ-F	3 KMYZ-F	3 KAYI-F	3 KRMG
4 KWEN-F	4 KMYZ-F>	KRAV-F	4 KBEZ-F	KMOD-F	4 KWEN-F	4 KWEN-F	4 KQMJ-F>	4 KVLT-F	4 KVLT-F
5 KRAV-F>>	5 KRAV-F	KQMJ-F	5 KRAV-F	5 KVLT-F	5	5	5 KVOO-F	5 KMYZ-F	5
6	6	KMYZ-F	KMYZ-F	KQMJ-F	6	6	6 KRAV-F	6	6
		KAYI-F							

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		170 (2)	170 (2)	17.5	18.2
AOR/CLASSIC		115 (1)	115 (1)	11.8	14.4
AC/OLDIES/SOFT ROCK		144 (3)	144 (3)	14.8	14.3
MOR/VARIETY	101 (1)		101 (1)	10.4	10.4
COUNTRY	85 (2)	211 (4)	296 (6)	30.5	30.1
BLACK/URBAN	20 (1)		20 (1)	2.1	
BEAUTIFUL/EASY		89 (1)	89 (1)	9.2	9.0
NEWS/TALK					
NOSTALGIA	5 (1)		5 (1)	0.5	
RELIGION/GOSPEL	10 (1)	13 (1)	23 (2)	2.4	2.5
SPANISH					
CLASSICAL		9 (1)	9 (1)	0.9	1.1
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	221 (6)	751 (13)	972 (19)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCFO	970	Tulsa	0.9/2.7
KCMA-F	92.1	Broken Arrow	0.8/2.3
KGTO	1050	Tulsa	0.5/1.4
KMYZ	1570	Pryor/Tulsa	
KREK-F	104.9	Bristow	0.6/0.8
KTOW	1340	Sand Springs	0.6/1.0
KXOJ-F	100.9	Sapulpa/Tulsa	1.2/2.6

RADIO STATIONS

KBLK, 1550, 2.5 KW/350 W (DA-2), BLACK	, $ 17.00 (---)		---
KCFO, 970, 2.5 KW/1 KW (DA-2) , RELIGION	, $ 12.00 (---)	Salem	Ken Staley
KRMG, 740, 50 K2/25 KW (DA-2), MOR	ABC I, $ 55.00 (Katz)	NewCity	Gerardo Tabio
KVOO, 1170, 50 KW (DA-N) , COUNTRY	CNN, $ 44.00 (Eastman)		Ron Blue
KAYI-F, 106.9, 100 KW @ 1010, CHR	ABC F, $ 55.00 (Katz)	Narragansett	Michael Johnson
KBEZ-F, 92.9, 100 KW @ 1318, EZ	ABC D, $ 39.00 (Christal)	ML/VIN	Linda Taber
KCMA-F, 92.1, 3 KW @ 300, CLASSICAL	, $ 17.00 (CMBS)		John Major
KMOD-F, 97.5, 100 KW @ 1330, AOR	, $ 68.00 (HNWH)	Clear Channel	Bill Paddock
KMYZ-F, 103.3, 70 KW @ 1200, CHR	ABC R, $ 32.00 (Banner)	Shamrock-Lynett (PRYOR)	Rick Cohn
KQMJ-F, 99.5, 100 KW @ 984, AC	, $ 30.00 (Banner)	(HENRYETTA)	Gerock Swanson
KRAV-F, 96.5, 100 KW @ 1329, AC	, $ 42.00 (Republic)		Jim Van Sickle
KTFX-F, 103.3, 100 KW @ 1280, COUNTRY	, $ 30.00 (---)		Ron Whitaker
KVLT-F, 106.1, 100 KW @ 1315, OLDIES	, $ 29.00 (Christal)	Federated (OWASSO)	Steve Nicholl
KVOO-F, 98.5, 100 KW @ 1135, COUNTRY	, $ 26.00 (Eastman)		Ron Blue
KWEN-F, 95.5, 100 KW @ 1328, COUNTRY	, $ 77.00 (Katz)	NewCity	Gerardo Tabio

MISCELLANEOUS COMMENTS: KXOJ changes calls to KBLK (March)...KBLK changes to BLACK (March)...

UTICA-ROME

Arbitron Rank/Pop (12+): 132/268,400	Stations: 25/15	1988 Revenue: $7,000,000
	Diaries: 690/346:1/57.5%	HH Inc.: $30,981
MSA Rank/Pop: 148/313,900	Sample Target: 650	Retail $: 1.9 Bil
ADI # 159	% Below Line: 9.6	Pop per Station: 17,893
Average Person Ratings: 17.4	% Not Listed: 11.8	#1 Biller: NA
Market TSL: 23.0 hours		

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WFRG-AF (C)	72/15.5	----	10.2	----	1.5	----	79/642	517/19.3	13.6	5.3	101	11.0	50	465	WFRG-AF
2. WOUR-F (AOR)	64/13.7	----	12.5	----	11.7	----	66/693	604/22.5	23.6	20.9	120	17.5	84	777	WOUR-F
3. WRCK-F (CHR)	47/10.1	----	8.7	----	8.1	----	55/795	673/25.1	21.8	21.7	64	13.6	65	820	WRCK-F
4. WIBX (N/T)	38/ 8.1	----	11.8	----	9.8	----	39/544	485/18.1	21.6	22.1	37	6.7	32	490	WIBX
5. WUUU-F (AC)	34/ 7.3	----	8.9	----	4.7	----	34/574	531/19.8	15.3	11.1	155	6.7	32	368	WUUU-F
6. WKGW-F (AC)	25/ 5.4	----	4.9	----	5.7	----	27/563	520/19.4	14.5	16.3	144	6.5	31	457	WKGW-F
7. WYUT-F (BB)	20/ 4.3	----	2.9	----	6.2	----	20/256	254/ 9.5	8.9	11.4	51	1.3	6	194	WYUT-F
WNYZ-F (CHR)	20/ 4.3	----	9.6	----	11.3	----	21/595	510/19.0	19.8	26.2	121	6.5	11	510	WNYZ-F
9. WTLB (O)	18/ 3.9	----	4.7	----	3.6	----	18/307	270/10.1	11.1	11.0	146	3.8	18	195	WTLB
10.															

12+ FM SHARE (METRO): 76.21% (314 of 412) (SPG 88: 69.21%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRCK-F>>	1 WOUR-F>>	1 WOUR-F>	1 WOUR-F	1 WOUR-F<	1 WFRG-AF>	1 WFRG-AF	1 WOUR-F	1 WFRG-AF<	1 WRCK-F>	1 WFRG-F>
2 WOUR-F	2 WFRG-AF	2 WFRG-AF>	2 WFRG-AF	2 WFRG-AF>	2 WIBX >	2 WIBX	2 WFRG-AF>	2 WOUR-F>	2 WOUR-F>	2 WKGW-F
3	WRCK-F	3 WUUU-F	3 WUUU-F>	3 WUUU-F>	3 WUUU-F	3 WOUR-F	3 WUUU-F	3 WRCK-F	3 WFRG-AF	3 WOUR-F
4	4 WNYZ-F	4 WRCK-F	4 WKGW-F	4 WKGW-F	4 WYUT-F	4 WRCK-F>	4 WIBX	4 WUUU-F	4 WIBX	4 WIBX
5	WKGW-F	5 WKGW-F	5	5	5	5 WUUU-F	5	5	5 WKGW-F	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WOUR-F	1 WOUR-F	1 WUUU-F	1 WUUU-F	1 WUUU-F
2 WRCK-F>	2 WRCK-F	WKGW-F	2 WRCK-F	2 WFRG-AF
3 WKGW-F>>	3 WKGW-F	3 WOUR-F	WKGW-F	3 WKGW-F>
4	4 WUUU-F	4 WRCK-F	4 WOUR-F	4 WRCK-F
5	5	WNYZ-F	5 WFRG-AF	5

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WOUR-F>>	1 WOUR-F>>	1 WOUR-F>>	1 WOUR-F>>	1 WOUR-F>
2 WFRG-AF>	2 WFRG-AF>	2 WFRG-AF	2 WFRG-AF>>	2 WFRG-AF>>
3 WNYZ-F>	3 WNYZ-F	3	3	3 WUUU-F
4 WAQX-F	4	4	4	4 WTLB
WRCK-F>>	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		71 (3)	71 (3)	17.2	21.7
AOR/CLASSIC		76 (3)	76 (3)	18.4	15.0
AC/OLDIES/SOFT ROCK	18 (1)	68 (4)	86 (5)	20.9	16.7
MOR/VARIETY	9 (2)		9 (2)	2.2	6.9
COUNTRY	18 (3)	68 (1)	86 (4)	20.9	16.7
BLACK/URBAN					
BEAUTIFUL/EASY		5 (1)	5 (1)	1.2	1.0
NEWS/TALK	38 (1)		38 (1)	9.2	13.1
NOSTALGIA	13 (2)	20 (1)	33 (3)	8.0	7.1
RELIGION/GOSPEL	2 (1)	2 (1)	4 (2)	1.0	1.2
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		4 (1)	4 (1)	1.0	0.5
	98 (10)	314 (15)	412 (25)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WADR	1480	Remsen	1.1/2.2
WLFH	1230	Little Falls	1.9/4.4
WRUN	1150	Utica/Rome	0.4/3.6
WUTQ	1550	Utica	1.5/5.9
WYUT	1420	Herkimer	1.3/3.8
WAQX-F	95.7	Manlius/Syracus	1.9/5.4
WGY	810	Schenectady/Alb	0.4/2.1
WKFM-F	104.7	Fulton/Syracuse	0.6/3.8
WMHR-F	102.9	Syracuse	0.4/1.7
WNTQ-F	93.1	Syracuse	0.9/4.6
WRHP-F	107.9	Syracuse	1.1/3.1
WSEN	1050	Baldwinvl/Syrac	
W[illegible]N-F	92.1	Baldwinsvl/Syra	0.6/2.2
W[illegible]HQ-F	103.5	Cobleskl	0.9/2.9
WSYR	570	Syracuse	1.5/4.1
WYYY-F	94.5	Syracuse	1.3/5.3

RADIO STATIONS

WIBX, 950, 5 KW (DA-1) , TALK/MOR	ABC I, CBS, $ 29.00 (Mc-Guild)			Tom Yourchak
WTLB, 1310, 5 KW/500 W (DA-2) , OLDIES	ABC D, $ 17.00 (Eastman)	H & D		Bruce Sohigian
WUTQ, 1550, 1 KW , NOSTALGIA	ABC E, $ 13.00 (Durpetti)	Premier		Larry Goldberg
WFRG-F, 96.1, 7 KW @ 580, COUNTRY	, $ 35.00 (Christal)	Arrow		Dan Parr
WKGW-F, 104.3, 100 KW @ 500, AC	US 1, $ 20.00 (Katz)	Altdoerffer		Jack Altdoerffer
WNYZ-F, 98.7, 25 KW @ 660, CHR	CBS, $ 22.00 (Mc-Guild)			Tom Yourchak
WOUR-F, 96.9, 16 KW @ 800, AOR	ABC E, $ 31.00 (Durpetti)	Premier		Larry Goldberg
WRCK-F, 107.3, 50 KW @ 500, CHR	ABC F, $ 25.00 (Eastman)	H & D		Bruce Sohigian
WUUU-F, 102.5, 50 KW @ 650, CHR	US 2, TRNSTR, $ 21.00 (HWNW)			Jack Morgan
WYUT-F, 92.7, 3 KW @ 158, NOSTALGIA	, $ 15.00 (K & P)		(HERKIMER)	Gene Gugig

WACO

Arbitron Rank/Pop (12+): 181/159,000

MSA Rank/Pop: 212/187,900
ADI # 97

Average Person Ratings: 15.5
Market TSL: 20.5 hours

Stations: 18/8
Diaries: 583/273:1/49.6%
Sample Target: 550
% Below Line: 8.5
% Not Listed: 17.5

1988 Revenue: $5,900,000
HH Inc.: $28,517
Retail $: 1.3 Bil
Pop per Station: 19,875
#1 Biller: NA

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KWTX-F (CHR)	48/19.5	----	16.0	----	15.8	----	82/1050	527/33.1	31.1	29.7	93				KWTX-F
2. KWTX (BB)	21/ 9.3	----	7.2	----	9.5	----	32/353	238/15.0	13.7	14.7	56				KWTX
3. KKDA-F (B)	22/ 8.9	----	10.1	----	8.7	----	29/314	205/12.9	11.9	11.5	48				KKDA-F
4. KNFO-F (C)	20/ 8.1	----	8.4	----	10.8	----	53/677	271/17.0	17.1	21.8	138				KNFO-F
KJNE-F (C)	20/ 8.1	----	14.8	----	10.4	----	56/491	280/17.6	21.3	20.4	149				KJNE-F
6. WACO (T)	15/ 6.1	----	8.0	----	8.7	----	18/330	299/18.8	13.8	17.2	56				WACO
7. KTKS-F (AC)	13/ 5.3	----	5.1	----	7.1	----	17/426	263/16.5	16.5	20.5	147				KTKS-F
8. WBAP (C)	7/ 2.8	----	5.1	----	6.6	----	44/669	169/10.6	9.4	13.8	121				WBAP
9. KRLD (N/T)	6/ 2.4	----	1.3	----	2.1	----	12/279	145/ 9.1	5.5	6.2	0				KRLD
10.															

12+ FM SHARE (METRO): 69.95% (142 of 203) (SPG 88: 72.64%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KWTX-F>>	1 KWTX-F>>	1 KWTX-F>>	1 KWTX-F>	1 KWTX-F>	1 KWTX >	1 KWTX-F>	1 KWTX-F>	1 KWTX-F>>	1 KWTX-F>	1 KRLD
2 KKDA-F>>	2 KKDA-F>	2 KKDA-F	2 KJNE-F	2 KJNE-F	2 KWTX-F	2 WACO	2 KWTX	2 KNFO-F	2 KKDA-F>>	2 KWTX-F>
3	3 KTKS-F	3 KJNE-F	3 KNFO-F	3 KNFO-F>	3 KJNE-F	3 KKDA-F<	3 KJNE-F	3 KKDA-F	3 KNFO-F	3 KKDA-F
4	4 KNFO-F	4 KNFO-F	4 KTKS-F	4 KTKS-F	4 WACO	4 KWTX	4 KNFO-F	KWTX	4 KJNE-F	KNFO-F
5	5 KJNE-F	5 KTKS-F>>	5	5	5 KNFO-F>>	KJNE-F	5	KJNE-F	5	5 WBAP

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KWTX-F>>	1 KWTX-F>>	1 KWTX-F>>	1 KWTX-F>>	1 KWTX-F>>	1 KWTX-F	1 KWTX-F>	1 KTKS-F>	1 KWTX-F>	1 KJNE-F
2 KKDA-F>>	2 KKDA-F>	2 KKDA-F	2 KKDA-F	2 KNFO-F	2 KKDA-F>>	2 KKDA-F	2 KWTX-F	2 KKDA-F	2 KWTX-F
3 KZEW-F	3 KJNE-F	KTKS-F	3 KJNE-F	3 KJNE-F>	3 KBTS-F>>	3 KTKS-F	KNFO-F>	KTKS-F	KTKS-F
KJNE-F>>	4 KTKS-F	KNFO-F	4 KNFO-F	4 KKDA-F	4	4 KNFO-F>	4 KZPS-F	4 KJNE-F	KNFO-F
5	KNFO-F	KJNE-F	5	KWTX	5	5 KBTS-F	KJNE-F>>	KNFO-F>>	5

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		53 (2)	53 (2)	26.1	20.3
AOR/CLASSIC		5 (1)	5 (1)	2.5	2.8
AC/OLDIES/SOFT ROCK	2 (1)	17 (3)	19 (4)	9.4	9.4
MOR/VARIETY					
COUNTRY	7 (1)	40 (2)	47 (3)	23.2	40.6
BLACK/URBAN		22 (1)	22 (1)	10.8	13.2
BEAUTIFUL/EASY					
NEWS/TALK	21 (2)		21 (2)	10.3	1.4
NOSTALGIA	23 (1)		23 (1)	11.3	8.0
RELIGION/GOSPEL	5 (1)	2 (1)	7 (2)	3.4	2.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		3 (1)	3 (1)	1.5	
UNKNOWN/OTHERS	3 (1)		3 (1)	1.5	1.4
	61 (7)	142 (11)	203 (18)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBBW	1010	Waco-Marlin	2.0/7.0
KRZI	1580	Waco	1.2/8.1
KAND-F	107.9	Corsicana	0.4/2.4
KBTS-F	93.3	Killeen	2.0/9.7
KLDD	570	Dallas	0.8/1.9
KLTY-F	94.1	Ft.Worth/Dallas	0.8/5.3
KOAI-F	106.1	Denton	1.2/2.3
KZEW-F	97.9	Dallas	2.0/4.2
KZPS-F	92.5	Dallas	1.2/7.2

RADIO STATIONS

KBBW, 1010, 10 KW/2.5 KW (DA-2), RELIGION , $ 10.00 (---) Steve Williams
KWTX, 1230, 1 KW , NOST/MOR SMN, $ 19.00 (Mc-Guild) Vic Kaspar
WACO, 1460, 1 KW (DA-N) , TALK ABC E, $ 20.00 (Christal) Sage Bob Weathers

KJNE-F, 102.5, 100 KW @ 450, COUNTRY , $ 26.00 (Banner) (HILLSBORO) Joyce Marshall
KNFO-F, 95.5, 100 KW @ 1080, COUNTRY MBS, $ 30.00 (Katz) John Enoch
WTKS-F, 99.9, 100 KW @ 452, AC , $ 21.00 (Christal) Sage Bob Weathers
KWTX-F, 97.5, 100 KW @ 1400, CHR , $ 30.00 (Mc-Guild) Vic Kaspar

MISCELLANEOUS COMMMENTS: WACO-F changes calls to KTKS(March)...WACO-AM changes from COUNTRY to TALK...

WASHINGTON

Arbitron Rank/Pop (12+): 9/3,077,200
MSA Rank/Pop: 7/3,676,500
ADI # 9
Average Person Ratings: 17.5
Market TSL: 22.75 hours

Stations: 36/32
Diaries: 2381/1292:1/51.6%
Sample Target: 2050
% Below Line: 1.6
% Not Listed: 14.2

1988 Revenue: $133,700,000
HH Inc.: $46,665
Retail $: 32.0 Bil
Pop per Station: 96,162
#1 Biller: WMAL $13,500,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WPGC-F (CHR)	346/ 6.4	5.7	6.0	5.0	5.6	5.8	387/4990	4222/13.7	13.9	13.1	87	8.2	486	5755	WPGC-F
2. WMZQ-AF (C)	325/ 6.1	6.2	7.1	7.6	7.3	6.8	398/4891	3979/12.9	14.9	14.9	111	6.2	362	3890	WMZQ-AF
3. WGAY-F (EZ)	321/ 6.0	7.5	6.8	6.0	6.6	6.6	357/4806	4236/13.8	14.1	14.7	75	4.1	244	2790	WGAY-F
4. WMAL (MOR)	285/ 5.3	6.1	5.7	4.7	5.3	5.4	303/4110	3893/12.7	15.8	14.3	60	4.6	272	3689	WMAL
5. WKYS-F (B)	271/ 5.0	5.3	6.2	5.5	6.4	5.5	283/3524	3361/10.9	12.2	12.8	130	7.8	463	4655	WKYS-F
6. WAVA-F (CHR)	252/ 4.7	5.2	4.5	5.2	4.8	4.9	317/6098	5072/16.2	17.0	16.8	70	6.3	374	5899	WAVA-F
7. WRQX-F (CHR)	227/ 4.2	4.5	4.5	4.4	3.8	4.4	290/5634	4382/14.2	15.7	13.5	60	5.0	298	5229	WRQX-F
8. WTOP (N)	219/ 4.1	3.5	3.7	4.1	3.8	3.8	252/5542	4842/15.7	14.3	15.4	100	3.1	187	3692	WTOP
9. WASH-F (AC)	216/ 4.0	4.5	3.2	2.4	3.0	3.5	247/3951	3479/11.3	9.0	7.9	130	3.1	185	2741	WASH-F
10. WWDC-F (AOR)	203/ 3.8	4.1	4.2	5.7	5.1	4.4	265/5827	4364/14.2	14.6	16.8	95	4.5	266	4861	WWDC-F
11. WCXR-F (AOR)	202/ 3.8	4.4	3.7	4.6	3.9	4.1	252/4444	3813/12.4	12.8	12.7	113	5.5	325	4002	WCXR-F
12. WHUR-F (B)	200/ 3.7	4.8	4.9	5.2	5.3	4.7	215/3807	3555/11.6	13.0	12.4	122	5.2	312	4906	WHUR-F
13. WLTT-F (AC)	177/ 3.3	3.5	3.5	3.0	3.1	3.3	186/3563	3256/10.6	9.3	10.7	152	3.2	193	2478	WLTT-F
14. WXTR-F (O)	161/ 3.0	3.0	3.4	3.2	3.2	3.2	198/3581	3010/ 9.8	9.4	11.3	140	3.3	197	2339	WXTR-F
15. WMMJ-F (B)	155/ 2.9	0.8	----	0.7	1.2	1.1	158/1426	1340/ 4.4	0.0	4.3	134	1.3	79	633	WMMJ-F
16. WGMS-AF (CL)	146/ 2.8	3.0	2.3	2.4	3.1	2.6	166/2846	2607/ 8.5	7.2	8.4	118	2.8	154	2147	WGMS-AF
17. WWRC (N/T)	135/ 2.5	2.1	2.3	3.8	2.4	2.7	141/2201	2055/ 6.7	5.9	6.7	56	1.8	108	1457	WWRC
18. WDJY-F (B)	122/ 2.3	2.5	2.4	2.5	3.4	2.4	125/2475	2330/ 7.6	8.2	9.1	57	2.7	161	3164	WDJY-F
19. WHFS-F (AOR)	117/ 2.2	1.8	1.6	1.4	1.6	1.8	154/2121	1622/ 5.3	4.6	4.4	122	2.0	122	1744	WHFS-F
20. WOL (B)	109/ 2.0	1.9	1.6	2.4	2.2	2.0	109/884	876/ 2.8	3.7	2.9	110	1.5	91	1021	WOL
21. WJFK-F (AOR)	74/ 1.4	0.9	1.3	2.4	1.5	1.5	82/2015	1784/ 5.8	5.5	4.5	107	1.5	91	1381	WJFK-F
22. WYCB (REL)	70/ 1.3	1.5	1.2	1.0	0.9	1.3	70/794	786/ 2.6	2.4	3.0	92	1.3	75	1032	WYCB
23. WWDC (BB)	53/ 1.0	1.1	0.9	0.9	0.9	1.0	53/831	818/ 2.7	2.2	2.4	30	0.3	19	375	WWDC
24.															
25.															

12+ FM SHARE (METRO): 78.66% (3634 of 4620) (SPG 88: 79.48%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRQX-F<	1 WPGC-F	1 WPGC-F	1 WKYS-F<	1 WMZQ-AF	1 WGAY-F	1 WMAL	1 WGAY-F	1 WPGC-F	1 WPGC-F	1 WTOP >>
2 WPGC-F	2 WKYS-F	2 WKYS-F	2 WMZQ-AF	2 WKYS-F	2 WMAL	2 WTOP	2 WMZQ-AF	2 WGAY-F<	2 WHUR-F	2 WKYS-F
3 WAVA-F>>	3 WWDC-F	3 WMZQ-AF	3 WPGC-F	3 WPGC-F	3 WMZQ-AF>	3 WAVA-F<	3 WPGC-F	3 WMZQ-AF	3 WKYS-F	3 WMZQ-F<
4 WDJY-F	4 WAVA-F<	4 WWDC-F<	4 WASH-F<	4 WASH-F<	4 WTOP	4 WMZQ-AF<	4 WKYS-F<	4 WKYS-F	4 WRQX-F	4 WGAY-F
5 WCXR-F	5 WCXR-F>	5 WCXR-F	5 WLTT-F<	5 WLTT-F	5 WASH-F	5 WPGC-F	5 WASH-F	5 WAVA-F<	5 WMZQ-AF<	5 WPGC-F<
6	6 WRQX-F	WAVA-F	6 WHUR-F	6 WHUR-F	6 WWRC <	6 WKYS-F<	6 WMAL <	6 WMAL	6 WGAY-F	6 WMAL
7	7 WMZQ-AF	WASH-F	7 WCXR-F	WGAY-F	7 WGMS-AF	7 WWDC-F	7 WLTT-F	7 WRQX-F	7 WWRC	7 WWRC >>
8	WLTT-F	8 WLTT-F	8 WXTR-F	8 WCXR-F	8 WHUR-F	8 WGAY-F	8 WCXR-F<	WCXR-F	WMMJ-F	8 WHUR-F
9	9 WHFS-F<	WHUR-F	9 WWDC-F<	9 WXTR-F<	9 WKYS-F	9 WASH-F	9 WRQX-F	WASH-F<	WAVA-F<	9 WMMJ-F
10	10 WASH-F	10 WRQX-F	10 WMMJ-F	10 WTOP	10	10 WCXR-F	10 WAVA-F	10 WTOP	10 WTOP	10 WCXR-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WPGC-F>	1 WPGC-F<	1 WKYS-F>	1 WKYS-F	1 WKYS-F
2 WAVA-F	2 WKYS-F>	2 WPGC-F	2 WPGC-F	2 WMZQ-AF
3 WDJY-F	3 WAVA-F	3 WLTT-F	3 WMZQ-AF	3 WGAY-F
4 WRQX-F<	4 WRQX-F	4 WMZQ-AF	4 WASH-F	4 WPGC-F
5 WKYS-F>	WLTT-F<	5 WCXR-F	5 WRQX-F	WASH-F
6 WASH-F	6 WCXR-F<	6 WMMJ-F	WAVA-F<	6 WLTT-F
7 WWDC-F	7 WDJY-F	WASH-F	7 WLTT-F	7 WHUR-F<
8 WCXR-F	WASH-F<	8 WHUR-F	8 WGAY-F<	8 WMMJ-F
9 WXTR-F	9 WMZQ-AF	9 WAVA-F	9 WCXR-F<	9 WMAL <
10	10 WMMJ-F	10 WRQX-F	10 WHUR-F	10 WTOP

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WWDC-F	1 WWDC-F	1 WPGC-F<	1 WWDC-F	1 WMZQ-AF
2 WAVA-F>	2 WPGC-F	2 WWDC-F	2 WPGC-F	2 WPGC-F
3 WRQX-F	3 WCXR-F	3 WCXR-F	3 WCXR-F<	3 WWDC-F<
WPGC-F	4 WAVA-F	4 WHFS-F	4 WMZQ-AF	4 WKYS-F
5 WCXR-F	5 WHFS-F	5 WKYS-F	5 WHUR-F<	WHUR-F<
6 WHFS-F	6 WKYS-F	6 WLTT-F	6 WKYS-F<	6 WLTT-F
7 WMMJ-F	7 WMZQ-AF	7 WXTR-F<	7 WAVA-F	WCXR-F
8 WKYS-F	WRQX-F	8 WMZQ-AF	8 WHFS-F	WASH-F<
9 WDJY-F	9 WLTT-F	9 WASH-F	9 WXTR-F	9 WXTR-F
10	WHUR-F	10 WHUR-F	WMMJ-F	10 WTOP

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		846 (4)	846 (4)	18.3	10.2
AOR/CLASSIC		640 (6)	640 (6)	13.9	13.1
AC/OLDIES/SOFT ROCK		573 (4)	573 (4)	12.4	11.8
MOR/VARIETY	304 (2)		304 (2)	6.6	6.5
COUNTRY	25 (1)	300 (1)	325 (2)	7.0	8.2
BLACK/URBAN	146 (2)	768 (5)	914 (7)	19.8	26.6
BEAUTIFUL/EASY		361 (3)	361 (3)	7.8	8.0
NEWS/TALK	354 (2)		354 (2)	7.7	6.9
NOSTALGIA	53 (1)		53 (1)	1.1	1.1
RELIGION/GOSPEL	70 (1)		70 (1)	1.5	1.8
SPANISH	17 (1)		17 (1)	0.4	0.4
CLASSICAL		146 (1)	146 (2)	3.2	3.5
JAZZ/NEW AGE					1.7
UNKNOWN/OTHERS	17 (1)		17 (1)	0.4	
	986 (12)	3634 (24)	4620 (36)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCPT	730	Alexandria/Wsht	0.7/2.0
WFMD	930	Frederick	0.4/1.1
WFRE-F	99.9	Frederick	0.4/1.2
WMDO	1540	Wheaton	0.3/0.8
WMJR-F	107.7	Warrenton	0.4/0.8
WNTR	1050	Silver Spring	0.3/1.4
WZ[illegible]-F	103.9	Braddock Hts.	0.4/1.3
[illegible]-F	100.7	Westmnstr/Bltmr	0.4/1.3
W[illegible]-F	97.9	Baltimore	0.5/2.4
[illegible]F-F	101.9	Baltimore	0.4/0.9
[illegible]XYV-F	102.7	Baltimore	0.4/0.8

AM STATIONS

WCPT,	730,	5 KW/20 KW (DA-1),	BLACK	SMN,	$ N/A	(Mc-Guild)	Legacy	Bill Sherard
WDCT,	1310,	5 KW/500 W (DA-2),	RELIGION	CBS	$ 32.00	(---)	Marsh	Dave Reeder
WFAX,	1220,	5 KW (DAYS)	, RELIGION		$ 20.00	(---)		Mitch Miller
WMAL,	630,	5 KW (DA-2)	, MOR	ABC I,	$ 211.00	(Katz)	Cap Cities/ABC	Tom Bresnahan
WMDO,	1540,	5 KW (DAYS)	, HISPANIC	,	$ 40.00	(Lotus)		Allan Klamer
WOL ,	1450,	1 KW	, BLACK	NBN,	$ 49.00	(K & P)		Catherine Hughes
WTOP,	1500,	50 KW (DA-2)	, NEWS	CBS, MBS,	$ 180.00	(HNWH)	Outlet	Michael Douglas
WWDC,	1260,	5 KW (DA-2)	, NOSTALGIA	TRNSTR,	$ 46.00	(Christal)		Goff Lebhar
WWRC,	980,	5 KW (DA-N)	, TALK	NBC, MBS,	$ 70.00	(MMR)	Greater Media	Ted Dorf
WYCB,	1340,	1 KW	, GOSPEL	SBN,	$ 40.00	(---)		Karen Johnson

FM STATIONS

WASH,	97.1,	22 KW @ 690,	AC	TRNSTR,	$ 105.00	(HNWH)	Outlet	Michael Douglas
WAVA,	105.1,	50 KW @ 500,	CHR	,	$ 160.00	(HNWH)	Emmis	Allan Goodman
WCXR,	105.9,	28 KW @ 650,	CLASSIC AOR	,	$ 150.00	(Mc-Guild)	Legacy	Bill Sherard
WDJY,	100.3,	40 KW @ 323,	BLACK	APR,	$ 80.00	(Mc-Guild)	United	Gary Gross
WGAY,	99.5,	21 KW @ 780,	BTFL/EZ	,	$ 210.00	(MMR)	Greater Media	Ted Dorf
WGMS,	103.5,	47 KW @ 510,	CLASSICAL	MBS,	$ 145.00	(Republic)	Verstandig	Mike Ferrel
WHFS,	99.1,	47 KW @ 390,	AOR	APR,	$ 60.00	(Republic)	Duchossois (ANNAPOLIS)	Alan Hay
WHUR,	96.3,	24 KW @ 669,	BLACK	,	$ 117.00	(Durpetti)	Howard University	Millard Watkins
WJFK,	106.7,	23 KW @ 731,	CLASSIC AOR	ABC R,	$ 80.00	(Torbet)	Infinity	Ken Stevens
WKYS,	93.9,	50 KW @ 485,	BLACK	,	$ 190.00	(Eastman)	Albimar	Skip Finley
WLTT,	94.7,	21 KW @ 780,	AC	,	$ 173.00	(CBS)	CBS	Jim Keating
WMMJ,	102.3,	3 KW @ 171,	BLACK OLDIES	ABC E, MBS,	$ 60.00	(K & P)		Al Liggins
WMZQ,	98.7,	50 KW @ 490,	COUNTRY	,	$ 250.00	(Christal)	Viacom	Paul Wilensky
WPGC,	95.5,	50 KW @ 500,	CHR/URBAN	,	$ 155.00	(Banner)	Cook Inlet	Ben Hill
WRQX,	107.3,	50 KW @ 410,	CHR	ABC C,	$ 120.00	(Katz)	Cap Cities/ABC	Maureen Les
WWDC,	101.1	22 KW @ 760,	AOR	US 1,	$ 200.00	(Christal)		Goff Lebhar
WXTR,	104.1,	50 KW @ 500,	OLDIES	,	$ 115.00	(Mc-Guild)	Ragan Henry (WALDORF,MD)	Bob Woodward

CALL LETTER CHANGES

FORMAT CHANGES

WMMJ changes from SOFT AC to BLACK (Jan.).

STATION SALES

WYCB sold for $3,000,000... WXTR-F (La Plata) sold by Ragan Henry to Heifetz for $33,000,000 (Kalil)...WINX, WDJY-F sold by United to TA/Shaw for $____ (Americom)...

WTOP, WASH-F sold by Outle to Chase for $74,000,000.

WATERLOO-CEDAR FALLS

Arbitron Rank/Pop (12+): 205/122,200

MSA Rank/Pop: 247/146,800
ADI # 78 (w/Cedar Rapdis & Waterloo)
Average Person Ratings: 17.5
Market TSL: 23.00 hours

Stations: 15/9
Diaries: 572/214:1/56.7%
Sample Target: 550
% Below Line: 1.9
% Not Listed: 17.3

1988 Revenue: $3,500,000
HH Inc.: $33,803
Retail $: 0.9 Bil
Pop per Station: 13,577
#1 Biller: KFMW-F $900,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KFMW-F (CHR)	41/19.2	----	19.9	----	19.7	----	64/850	482/39.4	37.0	43.9	87	25.0	46	488	KFMW-F
2. KOKZ-F (CHR)	32/15.0	----	15.6	----	12.0	----	62/931	459/37.6	38.2	30.5	69	21.7	40	428	KOKZ-F
3. KOEL-F (C)	30/14.0	----	9.7	----	7.7	----	51/572	295/24.1	17.2	14.6	127	12.5	23	237	KOEL-F
4. KWLO (AC)	19/ 8.9	----	13.4	----	12.6	----	20/350	284/23.2	24.7	26.6	136	6.0	11	202	KWLO
5. KCFI (C)	12/ 5.6	----	5.9	----	3.8	----	13/147	131/10.7	9.5	11.6	116	3.8	7	129	KCFI
6. KWAY-F (AC)	8/ 3.7	----	4.3	----	3.8	----	8/113	95/ 7.8	7.7	7.7	151	1.6	3	82	KWAY-F
7. KXEL (C)	7/ 3.3	----	3.2	----	4.4	----	14/230	119/ 9.7	9.4	11.4	58	3.8	7	128	KXEL
8. WHO (MOR)	6/ 2.8	----	1.1	----	0.5	----	41/468	112/ 9.2	7.4	7.4	32	1.1	2	82	WHO
9. WMT (MOR)	5/ 2.3	----	5.4	----	3.3	----	37/490	104/ 8.5	9.6	7.8	0	3.8	7	88	WMT
KRNA-F (AOR)	5/ 2.3	----	3.8	----	3.3	----	13/179	77/ 6.3	7.0	5.9	122	2.7	5	103	KRNA-F
KOEL (MOR)	5/ 2.3	----	1.6	----	2.7	----	15/240	85/ 7.0	3.5	6.2	0	1.1	2	79	KOEL
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 67.80% (120 of 177) (SPG 88: 63.75%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KOKZ-F>>	1 KFMW-F>>	1 KFMW-F>	1 KFMW-F	1 KOEL-F<	1 KOEL-F>>	1 KFMW-F	1 KOEL-F	1 KFMW-F>	1 KFMW-F>	1 KWLO >>
2 KFMW-F	2 KOKZ-F>	2 KOKZ-F	2 KOEL-F	2 KFMW-F>	2 KWLO	2 KOKZ-F	KFMW-F<	2 KOKZ-F<	2 KOKZ-F>	2 WHO >
3	3 KWLO	3 KOEL-F	3 KWLO	3 KWLO	3 KCFI	3 KWLO <	3 KOKZ-F>	3 KOEL-F>	3 KWLO	3 KFMW-F
4	KOEL-F	4 KWLO >>	4 KOKZ-F	4 KOKZ-F	4 KXEL	4 KOEL-F>>	4 KWLO	4 KWLO >>	KOEL-F	4
5	5	5	5	5	5	5	5	5	5 WHO	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KFMW-F	1 KFMW-F>>	1 KFMW-F>>	1 KFMW-F>	1 KFMW-F	1 KFMW-F>>	1 KFMW-F>>	1 KFMW-F>	1 KFMW-F>>	1 KOEL-F
2 KOKZ-F>>	2 KOKZ-F>	2 KWLO >	2 KOKZ-F	2 KOEL-F	2 KOKZ-F>>	2 KOKZ-F>	2 KOEL-F>	2 KOKZ-F	2 KFMW-F
3	3 KWLO >	3 KOKZ-F	3 KOEL-F	3 KWLO	3	3 KOEL-F>	3 KOKZ-F>	3 KOEL-F	3 KWLO
4	4 KOEL-F	KOEL-F	4 KWLO >>	4 KOKZ-F	4	4	4 KRNA-F	4 KWLO >>	4 KOKZ-F
5	5	5	5	5	5	5	KWLO	5	5

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		74 (3)	74 (3)	41.8	41.3
AOR/CLASSIC		5 (1)	5 (1)	2.8	4.4
AC/OLDIES/SOFT ROCK	19 (1)	11 (2)	30 (3)	16.9	1.9
MOR/VARIETY	16 (3)		16 (3)	9.0	23.1
COUNTRY	20 (3)	30 (1)	50 (4)	28.2	24.4
BLACK/URBAN					
BEAUTIFUL/EASY					5.0
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL	2 (1)		2 (1)	1.1	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	57 (8)	120 (7)	177 (15)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KWAY	1670	Waverly	0.5/3.3
KWOF	850	Waterloo	0.9/2.2
KQCR-F	102.9	Cedar Rapids	0.5/4.1
WMT -F	96.5	Cedar Rapids/IC	1.4/3.4

RADIO STATIONS

KCFI, 1250, 500W (DA-2) , COUNTRY	ABC D, $ 13.00 (Roslin)			Lori McCanville
KWLO, 1330, 5 KW (DA-2) , AC	NBC, $ 19.00 (Christal)	Park		Don Morehead
KXEL, 1540, 50 KW (DA-N) , COUNTRY	ABC I, $ 14.00 (Republic)	Bahakel		Fred Hendrickson
KOEL, 950, 5 KW/500 W (DA-2), MOR	ABC I, $ 9.00 (Banner)		(OELWEIN)	Ray Leafstedt
KFMW-F, 107.9, 100 KW @ 1850, CHR	US 1, $ 26.00 (Christal)	Park		Don Morehead
KOEL-F, 92.3, 100 KW @ 1000, COUNTRY	ABC E, $ 20.00 (Banner)		(OELWEIN)	Ray Leafstedt
KOKZ-F, 105.7, 100 KW @ 1603, CHR	ABC C, $ 19.00 (Republic)	Bahakel		Fred Hendrickson
KWAY-F, 99.3, 3 KW @ 180, AC	, $ 10.00 (Patus)		(WAVERLY)	Bob Foster

OTHER RANKED STATIONS -- See Des Moines and Cedar Rapids

WEST PALM BEACH

Arbitron Rank/Pop (12+): 53/723,700

MSA Rank/Pop: 64/808,300
ADI # 52
Average Person Ratings: 17.0
Market TSL: 22.75 hours

Stations: 32/16
Diaries: 988/732:1/47.8%
Sample Target: 940
% Below Line: 10.3
% Not Listed: 14.3

1988 Revenue: $20,700,000
HH Inc.: $36,567
Retail $: 7.3 Bil
Pop per Station: 45,231
#1 Biller: WRMF-F $5,500,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WEAT-AF (EZ)	215/17.5	18.0	16.7	12.4	12.0	16.1	309/3251	1985/27.4	25.4	22.5	31	11.4	126	1401	WEAT-AF
2. WRMF-F (AC)	141/11.5	7.2	8.8	8.8	7.0	9.1	199/2259	1460/20.2	17.9	16.3	159	10.4	122	1198	WRMF-F
3. WIRK-F (C)	66/ 5.4	5.6	5.3	5.0	3.8	5.3	82/1001	718/ 9.9	9.1	8.7	163	5.8	68	591	WIRK-F
4. WJNO (N/T)	62/ 5.0	5.9	6.9	9.5	5.7	6.8	70/1188	922/12.7	15.0	11.8	50	5.4	63	664	WJNO
5. WHQT-F (B)	55/ 4.5	6.0	4.0	2.3	3.1	4.2	188/2021	635/ 8.8	9.0	8.7	111	6.4	75	927	WHQT-F
6. WOVV-F (CHR)	48/ 3.9	3.3	3.5	3.4	4.9	3.5	124/1515	693/ 9.6	11.2	10.6	82	5.5	64	945	WOVV-F
7. WLYF-F (EZ)	38/ 3.1	2.4	1.6	1.7	2.4	2.2	262/2550	385/ 5.3	5.1	5.1	52	2.1	24	315	WLYF-F
8. WNGS-F (AC)	30/ 2.4	2.8	4.4	2.8	3.0	3.1	32/535	492/ 6.8	8.5	6.7	171	2.7	12	400	WNGS-F
9. WZTA-F (AOR)	29/ 2.4	1.9	1.4	2.3	1.5	2.0	85/1243	455/ 6.3	3.5	4.1	187	4.4	52	558	WZTA-F
10. WMXJ-F (AC)	28/ 2.3	3.1	4.0	2.5	3.4	3.0	173/2302	459/ 6.3	9.6	9.3	196	2.1	24	519	WMXJ-F
11. WHYI-F (CHR)	27/ 2.2	2.9	3.4	3.1	4.4	2.9	161/2641	719/ 9.9	13.7	13.4	64	3.5	41	857	WHYI-F
12. WPOM (B)	26/ 2.1	1.2	2.3	1.8	1.5	1.8	26/352	352/ 4.9	5.4	4.5	143	1.4	16	311	WPOM
WPBR (T)	26/ 2.1	1.2	1.7	2.4	1.2	1.9	27/408	369/ 5.1	4.4	3.9	10	1.6	19	242	WPBR
14. WIOD (N/T)	25/ 2.0	1.8	1.6	1.8	1.8	1.8	150/1832	405/ 5.6	5.7	5.0	125	1.4	16	252	WIOD
15. WSHE-F (AOR)	24/ 2.0	2.0	2.6	2.3	3.2	2.2	86/1711	550/ 7.6	7.0	6.5	115	4.6	54	1065	WSHE-F

12+ FM SHARE (METRO): 79.41% (837 of 1054) (SPG 88: 77.42%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOVV-F	1 WRMF-F>	1 WRMF-F>>	1 WRMF-F>>	1 WRMF-F>>	1 WEAT-AF>>	1 WEAT-AF	1 WEAT-AF>	1 WEAT-AF>	1 WEAT-AF>	1 WEAT-F>>
2 WHQT-F>>	2 WHQT-F>	2 WIRK-F	2 WIRK-F>	2 WIRK-F>	2 WRMF-F	2 WRMF-F>	2 WRMF-F>	2 WRMF-F>>	2 WHQT-F>	2 WJNO
3 WHYI-F>	3 WOVV-F	3 WHQT-F	3 WZTA-F<	3 WEAT-AF	3 WJNO >	3 WJNO >	3 WIRK-F>	3 WIRK-F<	3 WRMF-F	3 WPOM
4 WPOW-F	WIRK-F	4 WOVV-F<	4 WMXJ-F	4 WHQT-F	4 WIRK-F	4 WIRK-F	4 WJNO	4 WHQT-F	4 WOVV-F<	4 WPBG <
5	5	5 WZTA-F	WHQT-F	5	5	5	5	5	5 WJNO	5 WRMF-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHQT-F	1 WRMF-F>>	1 WRMF-F>>	1 WRMF-F>>	1 WRMF-F>>	1 WRMF-F>>	1 WRMF-F	1 WHQT-F>	1 WRMF-F>	1 WRMF-F>
WRMF-F	2 WHQT-F	2 WHQT-F	2 WOVV-F	2 WEAT-AF>	2 WHYI-F	2 WHQT-F	2 WZTA-F	2 WIRK-F>	2 WIRK-F>
WOVV-F	3 WOVV-F	WIRK-F	3 WHQT-F	3 WMXJ-F	3 WSHE-F	3 WIRK-F	WRMF-F	3 WHQT-F<	3 WHQT-F
4 WHYI-F>	4 WHYI-F	4 WOVV-F	4 WMXJ-F	WPOM	WOVV-F	4 WZTA-F	WIRK-F	4 WZTA-F	4 WZTA-F
5 WSHE-F	5	5 WHYI-F	5	WIRK-F	WIRK-F	5	5 WNGS-F	5	5 WNGS-F
		WPOM							

FORMATS	AM	FM	-TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		85 (3)	85 (3)	8.1	10.4
AOR/CLASSIC		86 (4)	86 (4)	8.2	11.2
AC/OLDIES/SOFT ROCK	6 (1)	263 (7)	269 (8)	25.5	21.5
MOR/VARIETY					
COUNTRY		84 (2)	84 (2)	8.0	5.9
BLACK/URBAN	36 (2)	55 (1)	91 (3)	8.6	12.2
BEAUTIFUL/EASY	8 (1)	245 (2)	253 (3)	24.0	16.2
NEWS/TALK	130 (4)		130 (4)	12.3	12.4
NOSTALGIA	22 (2)		22 (2)	2.1	5.3
RELIGION/GOSPEL	9 (1)		9 (1)	0.9	0.5
SPANISH					
CLASSICAL		19 (1)	19 (1)	1.8	3.5
JAZZ/NEW AGE					
UNKNOWN/OTHERS	6 (1)		6 (1)	0.6	0.9
	217 (12)	837 (20)	1054 (32)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDBF	1420	Delray Bch/W.P.	1.4/2.6
WKGR-F	98.7	Ft. Pierce	1.7/7.3
WMXQ-F	94.3	Riviera Bch/WP1	1.5/4.3
WPBG	1290	West Palm BEach	0.5/1.0
WSBR	740	Boca Rtn/WPlmBc	0.5/3.1
WSWN	900	Belle Glade	0.7/2.4
WYFX	1040	Boynton Bch/Mia	0.8/2.8
WAXY-F	105.9	Ft. Lauderdale	1.1/4.8
WFTL	1400	Ft. Lauderdale	0.4/1.1
WGTR-F	97.3	Miami	1.0/4.2
WJQY-F	106.7	Ft. Lauderdale	1.5/3.7
WKIS-F	99.9	Boca Raton	1.5/4.5
WLVE-F	93.9	Miami Beach	1.1/3.4
WNWS	790	South Miami	1.4/3.1
WPOW-F	96.5	Miami/Ft Ldrdle	0.8/4.1
WTMI-F	93.1	Miami/Ft Ldrdle	1.5/4.2

RADIO STATIONS

WDBF, 1420, 5 KW/500 W (DA-1), NOSTALGIA	CBS, $ 14.00 (---)		Vic Knight
WJNO, 1230, 1 KW , NEWS/TALK	CBS, ABC E, $ 54.00 (Banner)	Fairbanks	George Mills
WPBR, 1340, 1 KW , TALK	CNN, MBS, $ 23.00 (Eastman)		Tom Holiday
WPOM, 1600, 1 KW (DA-1) , BLACK	ABC D, $ 27.00 (Republic)		Ron Lovell
WYFX, 1040, 10 KW/1 KW (DA-2) , BLACK	SBN, $ 16.00 (K & P)		Gary Lewis
WEAT-F, 104.3, 56 KW @ 1250, BTFL/EZ	, $ 79.00 (Katz)	Taylor	Jim Connor
WIRK-F, 107.9, 100 KW @ 350, COUNTRY	ABC E, $ 59.00 (HNWH)	Price	Ed Boyd
WKGR-F, 98.7, 100 KW @ 1420, AOR	UPI, $ 43.00 (HNWH)	(FORT PIERCE)	Garet Clancy
WMXQ-F, 94.3, 3 KW @ 300, AC	NBC, $ 35.00 (Republic)	Lappin	Martin Perrone
WNGS-F, 92.1, 2.2 KW @ 378, SOFT AC	, $ 32.00 (Eastman)		Bill Pearl
WOVV-F, 95.5, 100 KW @ 1600, CHR	SOURCE, $ 44.00 (Mc-Guild)	(FORT PIERCE)	Allan Chapman
WRMF-F, 97.9, 100 KW @ 1150, AC	, $ 105.00 (Banner)	Fairbanks	George Mills

OTHER RANKED STATIONS -- See Miami

WHEELING

Arbitron Rank/Pop (12+): 186/146,900
MSA Rank/Pop: 228/171,100
ADI # 143
Average Person Ratings: 16.7
Market TSL: 22.5 hours

Stations: 15/9
Diaries: 605/243:1/65.2%
Sample Target: 580
% Below Line: 3.7
% Not Listed: 13.0

1988 Revenue: $7,000,000
HH Inc.: $26,804
Retail $: 1.1 Bil
Pop per Station: 16,322
#1 Biller: WOMP-F $2,100,000

12+ METRO		1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WOMP-F	(CHR)	58/23.6	----	25.8	----	29.1	----	111/1188	618/42.1	42.2	45.0	85	31.1	70	604	WOMP-F
2. WWVA	(C)	31/12.6	----	14.5	----	13.7	----	51/739	395/26.9	25.9	26.7	83	9.8	22	403	WWVA
WOVK-F	(C)	31/12.6	----	10.1	----	10.7	----	59/696	390/26.5	18.0	19.3	145	8.0	18	190	WOVK-F
4. WEEL-F	(EZ)	22/ 8.9	----	10.1	----	5.6	----	34/432	247/16.8	18.6	12.9	88	11.1	25	313	WEEL-F
5. WZMM-F	(CHR)	21/ 8.5	----	12.5	----	7.3	----	21/347	281/19.1	19.7	16.9	144	11.6	26	306	WZMM-F
6. WOMP	(N/T)	15/ 6.1	----	7.7	----	6.8	----	16/149	133/ 9.1	11.2	12.1	57	4.0	9	120	WOMP
7. WBBD	(BB)	11/ 4.5	----	----	----	2.1	----	14/161	117/ 8.0	2.5	3.8	0	2.2	5	33	WBBD
8. WDVE-F	(AOR)	5/ 2.0	----	3.6	----	4.7	----	29/395	104/ 7.1	9.4	6.7	175	6.7	15	204	WDVE-F
KDKA	(MOR)	5/ 2.0	----	1.2	----	----	----	11/218	65/ 4.4	4.8	0.0	0	0.9	2	54	KDKA
WKWK	(O)	5/ 2.0	----	3.6	----	5.1	----	9/186	150/10.2	9.4	11.3	175	1.3	3	97	WKWK

12+ FM SHARE (METRO): 68.69% (147 of 214) (SPG 88: 71.12%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOMP-F>>	1 WOMP-F>>	1 WOMP-F>>	1 WOMP-F	1 WOMP-F	1 WWVA >	1 WOMP-F>	1 WOMP-F	1 WOMP-F>>	1 WOMP-F>>	1 WOMP-F
2	2 WZMM-F	2 WOVK-F>	2 WOVK-F>	2 WOVK-F>	2 WEEL-F	2 WWVA >	2 WOVK-F	2 WWVA	2 WOVK-F>	2 KDKA >
3	WOVK-F>>	3 WZMM-F>>	3 WZMM-F>	3 WZMM-F	3 WOVK-F	3 WOVK-F>	3 WWVA >	3 WOVK-F>	3 WZMM-F>	3 WOVK-F>
4	4	4	4 WWVA	4 WWVA >	4 WOMP	4 WEEL-F	4 WEEL-F	4 WEEL-F	4 KDKA	4 WZMM-F
5	5	5	5	5 WEEL-F>>	5	5 WZMM-F	5 WZMM-F	5 WZMM-F	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WOMP-F>>	1 WOMP-F>>	1 WOMP-F>>	1 WOMP-F>>	1 WOMP-F>	1 WOMP-F>>	1 WOMP-F>	1 WOVK-F	1 WOMP-F	1 WOVK-F>
2 WLTJ-F	2 WZMM-F	2 WZMM-F	2 WOVK-F>	2 WOVK-F>	2 WZMM-F>	2 WZMM-F	2 WZMM-F	2 WOVK-F	2 WZMM-F
WZMM-F	WOVK-F>>	WOVK-F>>	3 WZMM-F>>	3 WZMM-F	3 WOVK-F	WOVK-F>>	3 WOMP-F>	3 WZMM-F>>	WOMP-F
WOVK-F	4	4 WKWK >>	4	4 WWVA	4	4 WWVA	4 WWVA >	4 WWVA	4 WWVA >
5	5	5	5	5 WEEL-F>>	5	5	5 WWSW-F>>	5	5 WEEL-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		80 (3)	80 (3)	37.4	28.0
AOR/CLASSIC		5 (1)	5 (1)	2.3	3.9
AC/OLDIES/SOFT ROCK	5 (1)	7 (2)	12 (3)	5.6	19.8
MOR/VARIETY	5 (1)		5 (1)	2.3	1.3
COUNTRY	31 (1)	31 (1)	62 (2)	29.0	26.3
BLACK/URBAN					
BEAUTIFUL/EASY		23 (2)	23 (2)	10.7	10.7
NEWS/TALK	15 (1)		15 (1)	7.0	8.2
NOSTALGIA	11 (1)		11 (1)	5.1	
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		1 (1)	1 (1)	0.5	1.7
	67 (5)	147 (10)	214 (15)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WHLX-F	105.5	Bethlehem/Whlng	0.4/6.7
WLTJ-F	92.9	Pittsburgh	1.2/3.6
WRKY-F	103.5	Steubnvl/Whelng	0.4/5.8
WSHH-F	99.7	Pittsburgh	0.4/1.7
WWSW-F	94.5	Pittsburgh	1.6/3.2

RADIO STATIONS

WBBD, 1600, 5 KW (DAYS), NOSTALGIA	CBS, $	15.00 (Christal)	Burbach	Leonard Hart
WKWK, 1400, 1 KW, OLDIES	TRNSTR, $	14.00 (HNWH)	CR	Jim Bricker
WOMP, 1290, 1 KW (DAYS), NEWS/TALK	US 2, ABC T, $	17.00 (Katz)		Mike Allodi
WWVA, 1170, 50 KW (DA-N), COUNTRY	ABC T, $	43.00 (Mc-Guild)	Osborn	Larry Anderson
WEEL-F, 97.3, 50 KW @ 470, BTFL/EZ	MBS, ABC I, $	19.00 (HNWH)	CR	Jim Bricker
WOMP-F, 100.5, 14 KW @ 550, CHR	US 1, $	46.00 (Katz)		Mike Allodi
WOVK-F, 98.7, 50 KW @ 390, COUNTRY	, $	29.00 (Mc-Guild)	Osborn	Larry Anderson
WZMM-F, 107.5, 12 KW @ 908, AC	CBS, $	24.00 (Christal)	Burbach	Leonard Hart

OTHER RANKED STATIONS -- See Pittsburgh

MISCELLANEOUS COMMENTS: WZMM changes calls to WBRD (Feb.)...WBBD changes to NOSTALGIA (Feb.)...WOMP A/F sold to Baum for $5,000,000 (Foreman)...

WICHITA

Arbitron Rank/Pop (12+): 88/390,700

MSA Rank/Pop: 103/477,100
ADI # 60
Average Person Ratings: 14.5
Market TSL: 19.5 hours

Stations: 19/19
Diaries: 818/478:1/53.5%
Sample Target: 780
% Below Line: 0.0
% Not Listed: 11.4

1988 Revenue: $16,000,000
HH Inc.: $38,359
Retail $: 3.4 Bil
Pop per Station: 20,563
#1 Biller: KFDI-AF $5,200,000

12+ METRO			1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1.	KKRD-F	(CHR)	85/15.0	13.8	15.9	14.0	13.6	----	121/1555	1137/29.1	30.9	26.1	67	16.2	108	1209	KKRD-F
2.	KZSN-F	(C)	53/ 9.3	11.6	7.6	10.0	8.2	----	69/976	645/16.5	15.3	15.2	134	10.0	67	642	KZSN-F
3.	KFDI-F	(C)	49/ 8.6	9.5	12.6	10.6	10.6	----	105/1054	713/18.2	19.3	19.8	101	10.2	68	644	KFDI-F
4.	KXLK-F	(AC)	42/ 7.4	8.0	5.5	8.8	7.0	----	57/969	711/18.2	12.8	13.5	139	7.0	47	579	KXLK-F
	KICT-F	(AOR)	42/ 7.4	7.8	7.1	10.4	5.0	----	55/821	608/15.6	15.7	13.0	105	10.6	71	803	KICT-F
6.	KOEZ-F	(EZ)	39/ 6.9	5.5	5.7	5.2	5.4	----	45/635	503/12.9	11.4	12.8	77	3.1	21	311	KOEZ-F
7.	KEYN-F	(CHR)	35/ 6.2	7.5	7.3	7.5	5.7	----	58/1231	866/22.2	21.1	18.6	90	9.4	63	1055	KEYN-F
8.	KFDI	(C)	33/ 5.8	7.6	7.4	7.3	8.2	----	64/893	572/14.6	14.8	16.5	64	8.5	57	558	KFDI
9.	KWKL-F	(AC)	28/ 4.9	2.7	2.9	1.4	6.1	----	33/491	434/11.1	7.4	8.5	165	1.5	10	353	KWKL-F
10.	KRZZ-F	(AOR)	22/ 3.9	3.0	2.2	3.9	5.7	----	25/457	438/11.2	7.1	11.2	113	2.8	19	363	KRZZ-F
11.	KNSS	(T)	19/ 3.3	1.8	2.2	1.6	0.7	----	19/407	397/10.2	6.9	3.4	112	3.6	24	353	KNSS
	KLEO	(BB)	19/ 3.3	4.0	4.0	4.3	6.3	----	24/357	286/ 7.3	8.4	10.9	58	2.7	18	288	KLEO
13.	KQAM	(O)	11/ 1.9	1.7	2.2	2.2	2.9	----	12/295	257/ 6.6	6.6	7.6	163	1.9	13	202	KQAM
14.	KLZS-F	(J/NA)	10/ 1.8	1.3	1.9	3.2	2.7	----	10/230	223/ 5.7	7.6	8.3	156	1.8	12	291	KLZS-F
15.																	

12+ FM SHARE (METRO): 80.91% (407 of 503) (SPG 88: 75.46%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKRD-F>>	1 KKRD-F>	1 KKRD-F>	1 KZSN-F	1 KZSN-F	1 KOEZ-F	1 KKRD-F>	1 KKRD-F	1 KKRD-F>	1 KKRD-F>>	1 KFDI-F
2	2 KICT-F>	2 KICT-F	KXLK-F	2 KXLK-F<	2 KFDI-F<	2 KFDI-F	2 KZSN-F	2 KZSN-F>	2 KNSS	2 KFDI
3	3 KXLK-F	3 KZSN-F	3 KKRD-F	3 KKRD-F	3 KZSN-F<	3 KXLK-F<	3 KXLK-F<	3 KICT-F	3 KICT-F	3 KKRD-F>
4	KEYN-F	KXLK-F	4 KICT-F	4 KFDI-F	4 KFDI >	4 KZSN-F	4 KOEZ-F	4 KOEZ-F	4 KFDI-F	4 KZSN-F
5	5 KRZZ-F	5 KEYN-F	5 KWKL-F	5 KWKL-F	5 KWKL-F	5 KFDI	5 KICT-F	KEYN-F	5 KOEZ-F	5
6	6 KZSN-F	6	6 KFDI-F	6 KICT-F	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KKRD-F>>	1 KKRD-F>	1 KXLK-F	1 KKRD-F>	1 KZSN-F
2 KICT-F	2 KICT-F	2 KKRD-F	2 KXLK-F	KKRD-F
3 KRZZ-F>	3 KXLK-F	3 KICT-F>	3 KZSN-F	3 KXLK-F>
4 KEYN-F>>	4 KRZZ-F	4 KZSN-F	KICT-F	4 KFDI-F
5	KEYN-F>	KEYN-F	5 KEYN-F	5 KEYN-F
6	6 KZSN-F	6	6 KRZZ-F	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKRD-F>>	1 KKRD-F	1 KICT-F>	1 KKRD-F	1 KZSN-F
2 KEYN-F	2 KICT-F>	2 KZSN-F	2 KICT-F	2 KWKL-F
3 KICT-F>>	3 KEYN-F	KXLK-F	3 KZSN-F	KFDI-F
4 KFDI-F	4 KZSN-F	KKRD-F	4 KXLK-F	4 KICT-F
5	KXLK-F	5 KRZZ-F	KWKL-F	5 KXLK-F
6	KFDI-F	KFDI-F	KEYN-F	6 KKRD-F
			7 KFDI-F	

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		120 (2)	120 (2)	23.9	24.5
AOR/CLASSIC		64 (2)	64 (2)	12.7	9.9
AC/OLDIES/SOFT ROCK	13 (2)	70 (2)	83 (4)	16.5	11.4
MOR/VARIETY					
COUNTRY	36 (2)	102 (2)	138 (4)	27.4	34.4
BLACK/URBAN		2 (1)	2 (1)	0.4	2.6
BEAUTIFUL/EASY		39 (1)	39 (1)	7.8	6.0
NEWS/TALK	19 (1)		19 (1)	3.8	2.4
NOSTALGIA	19 (1)		19 (1)	3.8	4.2
RELIGION/GOSPEL	9 (2)		9 (2)	1.8	2.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		10 (1)	10 (1)	2.0	2.0
UNKNOWN/OTHERS					
	96 (8)	407 (11)	503 (19)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBUZ-F	99.3	ElDorado	0.4/1.4
KFH	1330	Wichita	0.4/1.8
KJRG	950	Newton	0.9/3.5
KSGL	900	Wichita	0.7/4.5
KSPG	1360	El Dorado	0.5/1.7

RADIO STATIONS

KFDI, 1070, 10 KW/1 KW (DA-N) , COUNTRY	ABC E, $ 35.00 (Torbet)	Great Empire	Mike Oatman
KFH , 1330, 5 KW (DA-N) , AC	CBS, MBS, $ N/A (Banner)	Midcontinent	Gary Dick
KLEO, 1480, 5 KW/1 KW (DA-2) , NOSTALGIA	SMN, $ 20.00 (Katz)	Southern Skies	Jim Worthington
KNSS, 1240, 1 KW , TALK	MBS, ABC T, $ N/A (Durpetti)	---	
KQAM, 1410, 5 KW/1 KW (DA-2) , OLDIES	US 1, $ 19.00 (Eastman)		Lisa Allen
KBUZ-F, 99.3, 3 KW @ 175, BLACK	SBN, $ 16.00 (---)	(EL DORADO)	R. Wright
KEYN-F, 103.7, 100 KW @ 860, CHR	US 1, $ 37.00 (Eastman)		Lisa Allen
KFDI-F, 101.3, 100 KW @ 1130, COUNTRY	ABC E, $ 60.00 (Torbet)	Great Empire	Mike Oatman
KICT-F, 95.1, 100 KW @ 970, AOR	ABC R, $ 38.00 (Mc-Guild)	Lakoduk	Charlie Traffas
KKRD-F, 107.3, 100 KW @ 884, CHR	, $ 50.00 (HNWH)		---
KLZS-F, 97.9, 100 KW @ 370, JAZZ/NAC	, $ 30.00 (Republic)		Gene Rump
KOEZ-F, 92.3, 100 KW @ 650, BTFL/EZ	, $ 23.00 (Roslin)	(NEWTON)	Gordon Anderson
KRZZ-F, 95.9, 3 KW @ 300, CLASSIC AOR	SOURCE, $ 26.00 (Durpetti)	(DERBY)	Michael Cutchall
KWKL-F, 106.5, 100 KW @ 460, SOFT AC	, $ 18.00 (---)	(ARKANSAS CITY)	Mike Levine
KXLK-F, 105.3, 100 KW @ 1000, AC	APR, $ 40.00 (Banner)	Midcontinent	Gary Dick
KZSN-F, 102.1, 100 KW @ 1032, COUNTRY	, $ 44.00 (Katz)	Southern Skies (HUTCHINSON)	Jim Worthington

MISCELLANEOUS COMMENTS: KLZS-F sold by Nancy Kassenbaum for $2,850,000 (Chapman)...KSGL (59%) sold for $533,000...

WILKES BARRE-SCRANTON

Arbitron Rank/Pop (12+): 59/624,000

MSA Rank/Pop: 69/727,800
ADI # 51

Average Person Ratings: 18.5
Market TSL: 24.50 hours

Stations: 37/26
Diaries: 1016/614:1/58.9%
Sample Target: 1000
% Below Line: 9.4
% Not Listed: 13.7

1988 Revenue: $14,500,000
HH Inc.: $27,627
Retail $: 4.6 Bil
Pop per Station: 24,000
#1 Biller: WKRZ-AF $2,400,000

12+ METRO		1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WKRZ-F	(CHR)	153/13.3	13.8	13.0	14.7	12.3	13.7	172/2328	2034/32.6	32.9	30.5	105	17.0	165	1992	WKRZ-F
2. WNAK	(BB)	100/ 8.7	7.0	5.0	4.9	5.3	6.4	100/591	591/ 9.5	9.6	8.7	17	3.6	35	366	WNAK
3. WEZX-F	(AOR)	82/ 7.1	6.4	8.9	9.0	9.7	7.8	88/982	915/14.7	15.6	14.3	127	11.5	112	1008	WEZX-F
4. WARM	(MOR)	67/ 5.8	5.5	6.8	7.2	7.2	6.3	74/1171	1079/17.3	18.1	17.8	97	7.0	68	883	WARM
5. WWSH-F	(EZ)	62/ 5.4	5.3	4.8	5.2	4.3	5.2	81/903	767/12.3	10.7	9.2	83	2.5	24	359	WWSH-F
WMGS-F	(AC)	62/ 5.4	5.4	5.0	4.5	6.4	5.1	75/1081	924/14.8	12.9	12.6	128	5.7	55	537	WMGS-F
7. WTLQ-F	(CHR)	38/ 3.3	4.4	3.5	5.0	3.2	4.1	38/872	872/14.0	12.1	11.2	73	5.4	53	985	WTLQ-F
8. WGBI-F	(AC)	33/ 2.9	3.8	5.1	4.8	5.9	4.2	39/731	592/ 9.5	10.8	11.8	162	2.7	26	498	WGBI-F
9. WEJL	(BB)	32/ 2.8	2.2	1.8	2.8	2.6	2.4	41/554	450/ 7.2	3.6	6.2	14	2.5	24	258	WEJL
10. WSGD-F	(O)	31/ 2.7	3.0	2.9	1.3	0.9	2.5	40/531	404/ 6.5	5.7	1.6	207	4.7	46	345	WSGD-F
11. WEAY-F	(O)	25/ 2.2	1.7	0.6	1.7	1.6	1.6	25/413	413/ 6.6	3.0	3.8	177	2.0	19	302	WEAY-F
WARD	(T)	25/ 2.2	2.3	1.2	2.6	2.0	2.2	25/387	387/ 6.2	5.5	4.3	59	1.2	12	238	WARD
13. WICK	(EZ)	24/ 2.1	2.1	1.8	2.0	1.6	2.0	24/237	237/ 3.8	3.9	3.3	52	1.1	11	111	WICK
WBAX	(BB)	24/ 2.1	2.4	2.3	2.1	1.3	2.2	24/249	249/ 4.0	4.7	3.5	10	1.2	12	188	WBAX
15. WHLM-F	(AC)	21/ 1.8	2.8	1.1	1.8	2.9	2.4	35/643	401/ 6.4	5.0	5.8	94	0.9	9	242	WHLM-F

12+ FM SHARE (METRO): 65.71% (654 of 995) (SPG 88: 65.29%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKRZ-F>>	1 WKRZ-F	1 WKRZ-F>	1 WKRZ-F>	1 WKRZ-F>	1 WNAK >	1 WKRZ-F	1 WKRZ-F>	1 WKRZ-F>	1 WKRZ-F>	1 WARM >
2 WTLQ-F>	2 WEZX-F>>	2 WEZX-F>	2 WEZX-F>	2 WEZX-F	2 WARM	2 WARM >	2 WEZX-F	2 WEZX-F	2 WARM <	2 WKRZ-F>
3 WHLM-F	3 WMGS-F>	3 WMGS-F-	3 WMGS-F	3 WMGS-F	3 WWSH-F	3 WEZX-F	3 WMGS-F<	3 WNAK	3 WEZX-F	3 WWSH-F
4	4 WTLQ-F	4	4 WSGD-F	4 WSGD-F	4 WKRZ-F	4 WNAK	4 WNAK	4 WWSH-F	4 WWSH-F>	4 WMGS-F
5	5	5	5 WARM <	WARM	5	5 WMGS-F	5 WWSH-F	5 WMGS-F	5 WMGS-F	WEZX-F
			6 WGBI-F							6 WHLM-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKRZ-F>>	1 WKRZ-F>>	1 WKRZ-F>	1 WKRZ-F>>	1 WKRZ-F>	1 WEZX-F>>	1 WEZX-F>>	1 WEZX-F>>	1 WEZX-F	1 WEZX-F
2 WTLQ-F	2 WMGS-F	2 WMGS-F	2 WMGS-F>	2 WMGS-F>	2 WKRZ-F>>	2 WKRZ-F>>	2 WKRZ-F>>	2 WKRZ-F>>	2 WKRZ-F>
WMGS-F	3 WEZX-F	WEZX-F>	3 WGBI-F	3 WGBI-F	3 WMGS-F	3	3 WEAY-F	3 WSGD-F	3 WSGD-F
4 WQQQ-F>	4 WTLQ-F	4 WGBI-F	WEZX-F	WARM	4 WZZO-F	4	4 WZZO-F	4 WMGS-F	4 WARM
5 WAEB-F	5	5 WTLQ-F	5 WTLQ-F	5	WTLQ-F>>	5	WSBG-F	5	5
WEZX-F									

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP	4 (1)	235 (5)	239 (6)	24.0	24.0
AOR/CLASSIC		105 (3)	105 (3)	10.6	13.3
AC/OLDIES/SOFT ROCK	2 (1)	217 (9)	219 (10)	22.0	21.4
MOR/VARIETY	90 (3)		90 (3)	9.0	14.8
COUNTRY	23 (2)	20 (3)	43 (5)	4.3	4.8
BLACK/URBAN					
BEAUTIFUL/EASY	24 (1)	77 (3)	101 (4)	10.2	8.5
NEWS/TALK	31 (2)		31 (2)	3.1	2.7
NOSTALGIA	156 (3)		156 (3)	15.7	10.4
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	11 (1)		11 (1)	1.1	
	341 (14)	654 (23)	995 (37)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAZL	1490	Hazleton	0.3/1.2
WBNE-F	95.9	Benton	0.4/1.7
WCDL	1440	Carbondale	1.0/1.5
WCNR	930	Bloomsburg	0.7/1.8
WGBI	910	Scranton/Wl.Br.	1.3/4.7
WILK	980	Wilkes-Barre/Sc	1.3/5.5
WJMW	550	Bloomsburg	0.2/0.8
WQEQ-F	103.1	Freeland/Hzlton	1.6/3.8
WSBG-F	93.5	Stroudsburg	1.2/4.1
WWDL-F	104.9	Scranton	0.6/2.7
WXPX	1300	W Hazleton/Hzlt	0.7/1.9
WABC	770	New York	0.5/1.8
WAEB-F	104.1	Allentown	0.9/2.5
WFMZ-F	100.7	Allentown	0.9/1.7
WILQ-F	105.1	Williamsport	0.9/2.2
WKSB-F	102.7	Williamsport	0.7/2.1
WLEV-F	96.1	Easton	1.0/2.2
WOEZ-F	100.9	Milton/Lewisbrg	0.4/1.5
WQQQ-F	99.9	Easton/Allentow	1.7/4.0
WXTU-F	92.5	Philadelphia	0.4/1.3
WYSP-F	94.1	Philadelphia	0.6/1.8
WZZO-F	95.1	Bethlehem	1.4/4.0

RADIO STATIONS

WARD, 1550, 10 KW/500 W (DA-2) , TALK	APR, ABC T, $ 12.00 (Savalli)		Jim Ward
WARM, 590, 5 KW (DA-2) , MOR	NBC, $ 45.00 (Mc-Guild)	Susquehanna	Phil Condron
WBAX, 1240, 1 KW , NOSTALGIA	CNN, $ 16.00 (---)		---
WEJL, 630, 500 W (DAYS) , NOSTALGIA	ABC I, $ 20.00 (Christal)	Shamrock-Lynett	Jim Davey
WGBI, 910, 1 KW/500 W , COUNTRY	CBS, $ 14.00 (Torbet)		M. Holcomb
WICK, 1400, 1 KW , BTFL/EZ	ABC D, $ 14.00 (Roslin)		Doug Lane
WILK, 980, 5 KW/1 KW (DA-2) , MOR/TALK	ABC E, MBS, $ 17.00 (Mc-Guild)		Jim Morgan
WNAK, 730, 1 KW/38 W (DA-1) , NOSTALGIA	NBC, $ 27.00 (K & P)		Bob Neilson
WEAY-F, 92.1, .9 KW @ 552, OLDIES	CNN, $ 16.00 (---)		Frank Stanley
WEZX-F, 107.1, 190 W @ 1270, AOR	ABC R, $ 37.00 (Christal)	Shamrock-Lynett	Jim Davey
WGBI-F, 101.3, 7 KW @ 1110, AC	RADRAD, $ 27.00 (Torbet)		M. Holcomb
WHLM-F, 106.5, 37 KW @ 597, AC	US 2, $ 18.00 (Banner)	(BLOOMSBURG)	Bob Sweppenheise
WKRZ-F, 98.5, 9 KW @ 1172, CHR	, $ 60.00 (Katz)	Keymarket	Gerald Getz
WMGS-F, 92.9, 9 KW @ 1060, AC	, $ 40.00 (Mc-Guild)	Susquehanna	Phil Condron
WSGD-F, 94.3, .3 KW @ 770, OLDIES	, $ 18.00 (Republic)	(CARBONDALE)	Michael Raymond
WWSH-F, 97.9, 24 KW @ 660, BTFL/EZ	, $ 23.00 (Katz)	(HAZLETON)	Ron Gillenardo
WTLQ-F, 102.3, 3 KW @ 71, CHR	ABC C, $ 22.00 (Mc-Guild)		Jim Loftus

MISCELLANEOUS COMMENTS: WYOM sold by Keymarket to Gore for $125,000 (Comm. Equity)...

FORMAT CODES

CHR - Contemporart Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to near 1988)
B - Black (audience predominantly Black - over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - EZ listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country
T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band, Nostalgia
M - Middle of Road (MOR), Full Service, Variety
J/NA - Jazz and New Age
R - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
? - Others or Unknown

WILMINGTON, DE

Arbitron Rank/Pop (12+): 77/466,400	Stations: 32/7	1988 Revenue: $9,900,000
	Diaries: 910/491:1/49.8%	HH Inc.: $37,889
MSA Rank/Pop: 89/563,400	Sample Target: 840	Retail $: 4.1 Bil
Philadelphia ADI	% Below Line: 26.5	Pop per Station: 66,628
Average Person Ratings: 18.3	% Not Listed: 9.9	#1 Biller: WJBR-AF $3,500,000
Market TSL: 24.0 hours		

12+ METRO		1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WSTW-F	(CHR)	79/ 9.2	9.1	10.5	8.2	10.0	----	85/1296	1147/24.6	23.9	24.5	126				WSTW-F
2. WMMR-F	(AOR)	75/ 8.8	9.7	7.3	6.9	9.9	----	75/953	923/19.8	16.8	22.9	103				WMMR-F
3. WJBR-F	(AC)	67/ 7.8	8.8	10.0	11.1	9.4	----	83/1150	989/21.2	21.7	19.1	141				WJBR-F
4. WUSL-F	(B)	64/ 7.5	7.3	7.3	9.0	7.5	----	66/668	640/13.7	12.8	12.3	76				WUSL-F
5. WDEL	(MOR)	55/ 6.4	6.2	6.5	4.1	7.5	----	59/718	700/15.0	12.1	17.1	53				WDEL
6. WXTU-F	(C)	43/ 5.0	3.6	3.2	3.2	2.4	----	44/595	540/11.6	7.3	5.6	136				WXTU-F
7. WILM	(N/T)	35/ 4.1	3.4	3.6	3.5	2.5	----	35/547	547/11.7	10.0	10.4	37				WILM
8. WEGX-F	(CHR)	34/ 4.0	4.6	3.8	4.0	1.5	----	37/685	614/13.2	11.4	6.6	63				WEGX-F
9. WOGL-F	(AC)	31/ 3.6	2.0	2.4	2.9	3.4	----	32/444	404/ 8.7	9.4	11.6	169				WOGL-F
10. WYSP-F	(AOR)	29/ 3.4	3.8	4.7	3.2	3.9	----	31/701	648/13.9	15.1	12.2	112				WYSP-F

12+ FM SHARE (METRO): 82.08% (632 of 770) (SPG 88: 81.61%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIOQ-F	1 WMMR-F	1 WMMR-F<	1 WSTW-F	1 WSTW-F	1 WDEL	1 WDEL <	1 WSTW-F<	1 WMMR-F<	1 WUSL-F>	1 WILM >
2 WEGX-F	2 WSTW-F	2 WSTW-F	WJBR-F	2 WJBR-F	2 WJBR-F	2 WJBR-F	2 WJBR-F	2 WSTW-F>	2 WMMR-F>	2 WMMR-F
3 WUSL-F>>	3 WUSL-F>	3 WJBR-F	3 WMMR-F>	3 WMMR-F>	3 WSTW-F	3 WSTW-F	3 WMMR-F>	3 WUSL-F<	3 WIOQ-F	WSTW-F
4	4 WJBR-F	4 WUSL-F	4 WXTU-F	4 WXTU-F	WILM <	4 WMMR-F	4 WUSL-F	4 WJBR-F	WSTW-F	4 WWDB-F
5	5	5	5 WUSL-F	5 WOGL-F	5 WXTU-F	5 WILM -	5	5 WXTU-F<	5 WDEL	5
				6 WUSL-F	6 WOGL-F	6 WUSL-F		6 WDEL		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WSTW-F	1 WSTW-F>	1 WSTW-F>	1 WSTW-F	1 WSTW-F	1 WMMR-F>>	1 WMMR-F>>	1 WMMR-F>>	1 WMMR-F>	1 WMMR-F
2 WUSL-F>	2 WUSL-F	2 WJBR-F	2 WJBR-F	WJBR-F>	2 WUSL-F>>	2 WUSL-F>	2 WYSP-F	2 WSTW-F	2 WSTW-F
3 WMMR-F>	WMMR-F	3 WMMR-F>	3 WUSL-F	3 WXTU-F	3 WSTW-F	3 WSTW-F	WUSL-F	3 WUSL-F	3 WJBR-F
4 WIOQ-F	4 WJBR-F	4 WUSL-F	4 WMMR-F	4 WMMR-F	4 WEGX-F	4 WYSP-F	WSTW-F	4 WJBR-F	4 WOGL-F
WEGX-F	5	WEAZ-F	5	5 WUSL-F	5 WYSP-F	5	5 WJBR-F	5	5
							6 WXTU-F		

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		153 (5)	153 (5)	19.9	17.0
AOR/CLASSIC		111 (3)	111 (3)	14.4	14.0
AC/OLDIES/SOFT ROCK	10 (2)	139 (6)	149 (8)	19.4	25.0
MOR/VARIETY	55 (1)		55 (1)	7.1	7.8
COUNTRY		80 (3)	80 (3)	10.4	8.4
BLACK/URBAN		79 (2)	79 (2)	10.3	10.8
BEAUTIFUL/EASY		28 (1)	28 (1)	3.6	5.0
NEWS/TALK	63 (5)	20 (1)	83 (6)	10.8	8.2
NOSTALGIA	10 (1)		10 (1)	1.3	2.0
RELIGION/GOSPEL		4 (1)	4 (1)	0.5	
SPANISH					
CLASSICAL		18 (1)	18 (1)	2.3	2.0
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	138 (9)	632 (23)	770 (32)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAMS	1380	Wilmington	1.1/2.4
WDSD-F	94.7	Dover/Wlmngtor	2.5/6.0
WJBR	1290	Wilmington	0.1/1.9
KYW	1060	Philadelphia	0.9/6.0
WBAL	1090	Baltimore	0.5/1.8
WBSB-F	104.3	Baltimore	0.9/2.4
WRSS-F	97.3	Millville/Vnlnd	0.6/2.1
WCAU	1210	Philadelphia	1.3/4.8
WDAC-F	94.5	Lancaster	0.5/1.3
WDAS-F	105.3	Philadelphia	1.8/6.6
WEAZ-F	101.1	Philadelphia	3.3/9.2
WFLN-F	95.7	Philadelphia	2.1/5.4
WIOQ-F	102.1	Philadelphia	3.2/12.0
WIP	610	Philadelphia	0.6/2.6
WIYY-F	97.9	Baltimore	0.8/3.2
WKSZ-F	100.3	Media	2.5/10.3
WMGK-F	102.9	Philadelphia	0.9/5.2
WPEN	950	Philadelphia	1.2/3.6
WPOC-F	93.1	Baltimore	1.9/5.1
WQSR-F	105.7	Catonsville	0.7/1.8
WWDB-F	96.5	Philadelphia	2.3/6.1
WWMX-F	106.5	Baltimore	0.7/[illegible].3

RADIO STATIONS

WAMS, 1380, 5 KW/1 KW (DA-2), OLDIES	ABC D, $ 15.00 (K & P)		Todd Halliday
WDEL, 1150, 5 KW (DA-2), MOR	NBC, APR, $ 35.00 (Eastman)		Bob Taylor
WILM, 1450, 1 KW, NEWS/TALK	CBS, MBS, $ 30.00 (Savalli)		Sally Hawkins
WJBR, 1290, 2.5 KW/500 W(DA-2), BASICALLY A SIMULCAST WITH WJBR-F.			
WJBR-F, 99.5, 50 KW @ 500, AC	APR, $ 75.00 (Katz)	CRB	Christopher Watu
WSTW-F, 93.7, 50 KW @ 460, CHR	, $ 70.00 (Eastman)		Bob Taylor

OTHER RANKED STATIONS -- See Philadelphia

MISCELLANEOUS COMMENTS: WAMS changes from COUNTRY to OLDIES...

WILMINGTON, NC

Arbitron Rank/Pop (12+): 189/140,800

MSA Rank/Pop: 302/117,200
ADI = 148
Average Person Ratings: 17.0
Market TSL: 23.0 hours

Stations: 14/11
Diaries: 639/720:1/53.2%
Sample Target: 550
% Below Line: 1.3
% Not Listed: 15.5

1988 Revenue: $3,900,000
HH Inc.: $27,497
Retail $: 1.0 Bil
Pop per Station: 12,800
#1 Biller: WGNI-F $850,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WVBS-F (CHR)	34/14.2	----	9.5	----	11.3	----	46/555	426/30.3	22.2	20.8	80				WVBS-F
2. WSFM-F (AOR)	32/13.4	----	14.4	----	5.6	----	35/352	301/21.4	21.0	14.3	123				WSFM-F
3. WWQQ-F (C)	27/11.3	----	9.0	----	11.8	----	30/290	255/18.1	13.6	17.1	106				WWQQ-F
4. WGNI-F (AC)	26/10.9	----	10.9	----	13.8	----	30/410	346/24.6	25.5	23.3	131				WGNI-F
5. WZFX-F (B)	20/ 8.4	----	4.5	----	10.8	----	33/375	242/17.2	12.5	18.7	99				WZFX-F
WBMS (B)	20/ 8.4	----	5.5	----	4.1	----	20/177	177/12.6	12.0	9.4	99				WBMS
7. WMFD-AF (CHR)	17/ 7.1	----	11.0	----	15.4	----	19/318	256/18.2	19.8	21.2	96				WMFD-AF
8. WDZD-F (C)	12/ 5.0	----	4.5	----	3.6	----	13/116	108/ 7.7	8.6	6.7	90				WDZD-F
9. WAAV (MOR)	8/ 3.3	----	6.0	----	5.6	----	10/168	149/10.6	9.7	9.7	70				WAAV
10.															

12+ FM SHARE (METRO): 85.15% (172 of 202) (SPG 88: 73.18%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WVBS-F>>	1 WSFM-F	1 WSFM-F	1 WSFM-F	1 WSFM-F	1 WWQQ-F>	1 WVBS-F	1 WSFM-F	1 WVBS-F	1 WVBS-F	1 WBMS >
2 WZFX-F>	2 WVBS-F>	2 WVBS-F	2 WGNI-F	2 WGNI-F	2 WGNI-F	2 WSFM-F	2 WVBS-F<	2 WSFM-F	2 WZFX-F	2 WZFX-F
3 WSFM-F>	3 WGNI-F	3 WGNI-F>	3 WVBS-F>	3 WWQQ-F	3 WMFD-AF	3 WGNI-F<	3 WGNI-F	3 WWQQ-F	3 WBMS	3 WVBS-F
4 WBMS >>	4 WZFX-F	4 WZFX-F	4 WWQQ-F	4 WVBS-F>	4 WDZD-F	4 WWQQ-F	4 WWQQ-F>	4 WGNI-F	4 WSFM-F	4 WWQQ-F
5	WBMS	5 WWQQ-F	WBMS	5 WZFX-F	5 WBMS	5 WBMS	5 WMFD-AF	5 WMFD-AF	5 WGNI-F	5 WGNI-F
6	6	WBMS	6 WZFX-F	WBMS	6 WSFM-F	6	6	6	6 WWQQ-F	WAAV

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WVBS-F>>	1 WVBS-F	1 WSFM-F	1 WGNI-F	1 WGNI-F>	1 WVBS-F	1 WSFM-F	1 WSFM-F>	1 WSFM-F	1 WSFM-F>
2 WZFX-F	WSFM-F	WGNI-F>	2 WVBS-F	2 WSFM-F	2 WSFM-F>>	2 WVBS-F>>	2 WVBS-F>	2 WVBS-F>	2 WWQQ-F
WSFM-F>	3 WGNI-F>	3 WBMS	3 WSFM-F>	3 WWQQ-F	3 WZFX-F	3 WZFX-F	3 WGNI-F>>	3 WZFX-F	WVBS-F
4 WGNI-F>>	4 WZFX-F	4 WWQQ-F	4 WBMS	WBMS	WWQQ-F	WGNI-F	4 WMFD-AF	WWQQ-F	4 WZFX-F
5	WBMS	WVBS-F	5 WZFX-F	5 WVBS-F	WBMS	WBMS	WZFX-F	5 WGNI-F	WGNI-F
6	6 WWQQ-F	6	6 WWQQ-F	6	6	6	WBMS >>	6	6

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP	1 (1)	50 (2)	51 (3)	25.2	8.9
AOR/CLASSIC		32 (1)	32 (1)	15.8	16.2
AC/OLDIES/SOFT ROCK		28 (2)	28 (2)	13.9	17.9
MOR/VARIETY	8 (1)		8 (1)	4.0	6.7
COUNTRY		41 (3)	41 (3)	20.3	15.6
BLACK/URBAN	21 (2)	21 (2)	42 (4)	20.8	30.2
BEAUTIFUL/EASY					2.2
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL					2.2
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	30 (4)	172 (10)	202 (14)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WPGO-F	106.3	Shallotte/Wlmng	0.8/3.8
WWIL	1490	Wilmington	0.4/1.9
WIKS-F	101.9	New Bern	0.4/2.5
WRCM-F	98.7	Jcksnvl/Wlmngtn	0.8/7.7

RADIO STATION

WAAV, 980, 5 KW	, MOR/TALK	SUN, $ 13.00 (Katz)		---
WBMS, 1340, 1 KW	, BLACK	NBN, $ 10.00 (Roslin)		Antoinette Gray
WWIL, 1490, 1 KW	, BLACK	SBN, $ 10.00 (---)		Jim Capers
WDZD-F, 93.5, 3 KW @ 300	, COUNTRY	MBS, $ 12.00 (---)	(SHALLOTTE)	Dick Lee Heron
WGNI-F, 102.7, 100 KW @ 981	, AC	, $ 25.00 (Katz)	Cape Fear	---
WMFD-F, 97.3, 100 KW @ 600	, CHR	, $ 20.00 (Banner)		Chuck Langley
WSFM-F, 107.5, 50 KW @ 500	, CLASSIC ROCK	, $ 21.00 (HNWH)	(SOUTHPORT)	Eric Jorgenson
WVBS-F, 99.9, 100 KW @ 480	, CHR	MBS, $ 24.00 (Christal)	Jones-Eastman (BURGAW)	John Kappes
WWQQ-F, 100.9, 2.5 KW @ 347	, COUNTRY	ABC D, $ 20.00 (---)		Sandra Franklin

WZFX -- See Fayetteville

MISCELLANEOUS COMMENTS: WHSL-F changes calls to WMFD-F (March)...WWIL sold for $179,000...WAAV sold by Cape Fear for $400,000.

WORCESTER

Arbitron Rank/Pop (12+): 101/343,900

MSA Rank/Pop: 111/411,100
Boston ADI
Average Person Ratings: 17.6
Market TSL: 23.25 hours

Stations: 30/8
Diaries: 819/420:1/44.3%
Sample Target: 740
% Below Line: 22.1
% Not Listed: 11.2

1988 Revenue: $12,000,000
HH Inc.: $36,180
Retail $: 3.5 Bil
Pop per Station: 42,987
#1 Biller: WAAF-F $4,400,000

12+ METRO		1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WAAF-F	(AOR)	90/14.9	12.1	12.5	10.9	14.1	----	154/1836	978/28.4	25.9	28.1	88	17.2	94	935	WAAF-F
2. WSRS-F	(EZ)	68/11.2	13.8	12.7	13.0	13.6	----	105/1296	833/24.2	25.5	25.5	87	9.9	54	708	WSRS-F
3. WTAG	(MOR)	45/ 7.4	8.5	7.5	9.8	10.7	----	49/880	748/21.8	19.7	26.2	55	8.2	45	659	WTAG
4. WZOU-F	(CHR)	37/ 6.1	7.7	6.1	6.7	4.9	----	62/919	556/16.2	15.9	11.0	67	10.1	55	627	WZOU-F
5. WODS-F	(AC)	30/ 5.0	4.5	5.5	3.6	0.3	----	45/700	475/13.8	13.0	2.7	144	2.6	14	188	WODS-F
6. WBZ	(MOR)	27/ 4.5	4.7	3.2	5.4	4.1	----	54/779	393/11.4	8.7	11.1	91	4.2	23	350	WBZ
7. WXLO-F	(AC)	25/ 4.1	5.5	6.4	7.4	5.3	----	51/948	435/12.6	13.7	14.2	151	5.7	31	445	WXLO-F
8. WNEB	(BB)	24/ 4.0	4.2	3.8	4.7	3.7	----	24/286	263/ 7.6	8.9	9.1	17	4.0	22	248	WNEB
29. WZLX-F	(AOR)	19/ 3.1	3.4	2.5	2.2	2.6	----	45/635	288/ 8.4	6.0	7.6	155	3.8	21	263	WZLX-F
WFTQ	(AC)	19/ 3.1	2.6	5.2	2.9	4.6	----	19/330	330/ 9.6	13.4	10.1	168	3.7	20	382	WFTQ
11. WORC	(C)	17/ 2.8	1.9	3.9	2.9	3.9	----	17/294	259/ 7.5	6.3	10.0	86	1.5	8	221	WORC
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 70.45% (379 of 538) (SPG 88: 70.44%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZOU-F	1 WAAF-F>>	1 WAAF-F>>	1 WAAF-F>	1 WAAF-F>	1 WSRS-F	1 WAAF-F	1 WSRS-F	1 WAAF-F>	1 WTAG	1 WBZ >>
2 WAAF-F>>	2 WZOU-F	2 WODS-F	2 WODS-F	2 WSRS-F>	2 WTAG >	2 WSRS-F	2 WAAF-F>>	2 WSRS-F>	2 WAAF-F	2 WTAG
3	3 WZLX-F	WSRS-F<	WSRS-F	3 WODS-F	3 WBZ	3 WTAG >	3 WODS-F	3 WZOU-F<	3 WBZ	3 WNEB
4	4 WXLO-F	4 WZOU-F	4 WXLO-F	4 WXLO-F	WNEB	4 WBZ	4 WXLO-F	4 WTAG <	4 WZOU-F>	4 WSRS-F
5	5 WSRS-F	5 WXLO-F	5	5 WFTQ	5 WODS-F	5	5	5 WODS-F	5 WSRS-F	WAAF-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAAF-F	1 WAAF-F>	1 WAAF-F>	1 WAAF-F	1 WSRS-F>	1 WAAF-F>>	1 WAAF-F>>	1 WAAF-F>>	1 WAAF-F>>	1 WAAF-F>>
2 WZOU-F>	2 WZOU-F	2 WZOU-F	2 WSRS-F	2 WAAF-F	2	2 WZLX-F	2 WZLX-F>>	2 WZLX-F	2 WODS-F
3 WXLO-F	3 WXLO-F	WXLO-F	3 WZOU-F	3 WXLO-F	3	3	3	WODS-F	3 WZLX-F
4 WSRS-F	4 WSRS-F	4 WSRS-F	WXLO-F	4 WODS-F	4	4	4	4	4 WBCN-F
5	5	5	5 WODS-F	WFTQ	5	5	5	5	WSRS-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		54 (3)	54 (3)	10.0	9.1
AOR/CLASSIC		135 (6)	135 (6)	25.1	19.2
AC/OLDIES/SOFT ROCK	19 (1)	93 (7)	112 (8)	20.8	25.7
MOR/VARIETY	83 (5)		83 (5)	15.4	13.0
COUNTRY	17 (1)	13 (1)	30 (2)	5.6	7.3
BLACK/URBAN					
BEAUTIFUL/EASY		79 (3)	79 (3)	14.7	17.8
NEWS/TALK	16 (1)		16 (1)	3.0	2.0
NOSTALGIA	24 (1)		24 (1)	4.5	5.1
RELIGION/GOSPEL					
SPANISH					
CLASSICAL		5 (1)	5 (1)	0.9	0.8
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	159 (9)	379 (21)	538 (30)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGFP	940	Webster	0.5/1.8
WARE	1250	Ware	0.3/1.2
WBCN-F	104.1	Boston	2.5/7.4
WBOS-F	92.9	Brookline/Bston	0.7/2.9
WCGY-F	93.7	Lawrence/Boston	0.7/1.5
WCRB-F	102.5	Waltham/Boston	0.8/3.4
WESO	970	Southbridge	1.0/2.0
WHJY-F	94.1	Providence	0.5/2.1
WJIB-F	96.9	Boston	1.2/3.5
WLKW-F	101.5	Providence	0.7/2.5
WMJX-F	106.7	Boston	0.7/4.7
WPRO-F	92.3	Providence	0.7/2.9
WQVR-F	100.1	Southbridge	2.1/2.8
WRKO	680	Boston	2.6/4.7
WROR-F	98.5	Boston	2.6/9.8
WSSH-F	99.5	Lowell/Boston	1.2/5.6
WVBF-F	105.7	Framingham/Bstn	1.2/3.8
WWLI-F	105.1	Providence	0.7/2.7
WXKS-F	107.9	Medford/Boston	2.1/8.3

RADIO STATIONS

WFTQ, 1440, 5 KW (DA-2)	, AC	ABC I, $	35.00 (Katz)	Zapis	John Sutherland
WNEB, 1230, 1 KW	, NOSTALGIA	CBS, MBS, $	18.00 (Savalli)		Todd Campbell
WORC, 1310, 5 KW/1 KW (DA-2)	, COUNTRY	ABC D, $	20.00 (---)		---
WTAG, 580, 5 KW (DA-2)	, MOR	MBS, TALKNT, $	45.00 (Banner)	Knight	John Flynn
WAAF-F, 107.3, 19 KW @ 823	, AOR	, $	97.00 (Katz)	Zapis	John Sutherland
WSRS-F, 96.1, 17 KW @ 863	, BTFL/EZ	, $	70.00 (Banner)	Knight	John Flynn
WXLO-F, 104.5, 37 KW @ 670	, AC	CNN, $	50.00 (Mc-Guild)		Michael Cohen

OTHER RANKED STATIONS -- See Boston

MISCELLANEOUS COMMENTS: WFTQ, WAAF-F sold by NewCity to Zapis for $15,000,000 (MVP; Americom)...

YORK

Arbitron Rank/Pop (12+): 102/334,700

MSA Rank/Pop: 114/404,100
ADI # 46 (w/Harrisburg & Lancaster)
Average Person Ratings: 19.2
Market TSL: 25.25 hours

Stations: 31/11
Diaries: 793/422:1/65.8%
Sample Target: 730
% Below Line: 15.3
% Not Listed: 11.7

1988 Revenue: $11,700,000
HH Inc.: $31,680
Retail $: 2.3 Bil
Pop per Station: 30,427
#1 Biller: NA

12+ METRO		1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WYCR-F	(CHR)	82/12.8	8.8	12.1	9.2	11.0	10.7	102/1481	907/27.1	24.6	24.4	72	11.8	68	849	WYCR-F
2. WARM-F	(AC)	67/10.4	12.1	8.7	10.4	8.6	10.4	130/1653	734/21.9	17.5	18.7	137	7.0	40	449	WARM-F
3. WNCE-F	(EZ)	56/ 8.7	9.6	7.6	6.4	8.4	8.1	187/1843	518/15.5	17.4	13.7	41	3.1	15	202	WNCE-F
4. WRKZ-F	(C)	50/ 7.8	11.1	9.2	8.5	11.5	9.1	176/1998	583/17.4	17.1	19.7	132	7.8	45	489	WRKZ-F
5. WQXA-F	(CHR)	42/ 6.5	6.3	6.4	13.2	8.0	8.1	89/1811	741/22.2	19.8	24.2	115	6.8	39	559	WQXA-F
6. WSBA	(MOR)	36/ 5.6	8.4	6.4	7.7	10.6	7.0	41/599	498/14.9	17.6	18.3	89	11.0	63	621	WSBA
WGTY-F	(C)	36/ 5.6	5.4	3.2	4.7	2.1	4.7	47/558	438/13.1	7.7	6.8	104	6.8	39	458	WGTY-F
8. WGRX-F	(AOR)	33/ 5.1	6.2	5.5	4.5	5.6	5.3	39/683	439/13.1	11.1	9.7	131	6.4	37	456	WGRX-F
9. WHTF-F	(AOR)	20/ 3.1	2.0	2.8	4.5	4.4	3.1	58/1119	343/10.2	6.1	9.8	161	5.0	29	298	WHTF-F
10. WNNK-F	(CHR)	13/ 2.0	1.5	3.2	2.1	2.3	2.2	179/2295	256/ 7.6	8.4	9.1	165	2.6	15	231	WNNK-F

12+ FM SHARE (METRO): 86.42% (490 of 567) (SPG 88: 82.82%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYCR-F>>	1 WYCR-F>	1 WYCR-F	1 WARM-F>	1 WARM-F>	1 WNCE-F	1 WYCR-F	1 WARM-F	1 WYCR-F	1 WYCR-F>>	1 WYCR-F>
2 WQXA-F>>	2 WARM-F	2 WARM-F>	2 WYCR-F	2 WRKZ-F	2 WRKZ-F	2 WARM-F	2 WNCE-F	2 WARM-F>	2 WARM-F	2 WRKZ-F
3	3 WGRX-F	3 WQXA-F	3 WRKZ-F	3 WYCR-F	3 WARM-F	3 WSBA	3 WYCR-F>	3 WNCE-F	3 WSBA	WNCE-F
4	4 WQXA-F	4 WGRX-F<	4 WQXA-F	4 WQXA-F	4 WSBA	4 WNCE-F<	4 WRKZ-F	4 WRKZ-F	4 WQXA-F	WARM-F>
5	5	5 WRKZ-F	5 WGRX-F	5 WGRX-F	5 WGTY-F	5 WRKZ-F	5	5	5 WRKZ-F	5 WQXA-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WYCR-F>>	1 WYCR-F>	1 WARM-F>	1 WYCR-F<	1 WARM-F>
2 WARM-F>	2 WQXA-F	2 WYCR-F	2 WARM-F>>	2 WRKZ-F
3 WQXA-F>>	3 WARM-F>	WQXA-F>	3 WQXA-F	3 WYCR-F
4	4 WRKZ-F	4 WGRX-F	4 WRKZ-F	4 WGTY-F
5	5 WGRX-F	5	5 WGTY-F	5 WQXA-F
				6 WSBA

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYCR-F>>	1 WYCR-F	1 WGRX-F	1 WYCR-F	1 WARM-F
2 WGRX-F	2 WGRX-F	2 WARM-F	2 WARM-F<	2 WRKZ-F<
3 WTPA-F	3 WARM-F	3 WYCR-F	3 WGRX-F	3 WGRX-F
WQXA-F	4 WHTF-F	WHTF-F>	4 WQXA-F	4 WYCR-F
5 WARM-F	5 WQXA-F>>	5 WQXA-F	5 WRKZ-F	5 WQXA-F
			WHTF-F	6 WHTF-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP		144 (5)	144 (5)	25.4	24.9
AOR/CLASSIC		66 (4)	66 (4)	11.6	14.1
AC/OLDIES/SOFT ROCK		78 (3)	78 (3)	13.8	14.1
MOR/VARIETY	66 (5)		66 (5)	11.6	15.1
COUNTRY	4 (1)	105 (4)	109 (5)	19.2	18.0
BLACK/URBAN		2 (1)	2 (1)	0.4	1.4
BEAUTIFUL/EASY		79 (4)	79 (4)	13.9	10.8
NEWS/TALK					
NOSTALGIA	7 (1)		7 (1)	1.2	
RELIGION/GOSPEL		11 (2)	11 (2)	1.9	0.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		5 (1)	5 (1)	0.9	1.2
	77 (7)	490 (24)	567 (31)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGCB-F	96.1	Red Lion	0.3/2.2
WGET	1320	Gettysburg	1.7/3.9
WHVR	1280	Hanover	1.6/5.0
WOYK	1350	York	1.1/3.8
WXKU	1250	York	0.6/2.2
WBAL	1090	Baltimore	0.9/3.3
WBSB-F	104.3	Baltimore	0.3/1.6
WDAC-F	94.5	Lancaster	1.4/3.5
WFRE-F	99.9	Frederick	1.4/3.1
WHKS-F	94.9	Harrisburg	0.8/2.7
WHP	580	Harrisburg	0.5/1.9
WHP -F	97.3	Harrisburg	0.8/4.5
WIMX-F	99.3	Harrisburg	0.9/4.0
WIOV-F	105.1	Ephrata/Lancast	1.7/6.2
WIYY-F	97.9	Baltimore	0.5/1.8
WLAN-F	96.9	Lancaster	0.8/5.6
WLIF-F	101.9	Baltimore	0.5/3.3
WPOC-F	93.1	Baltimore	1.2/3.8
WTPA-F	93.5	Mechsbrg/Harsbr	1.6/5.1
WWMD-F	104.7	Hagerstown	1.7/2.6
WXYV-F	102.7	Baltimore	0.3/1.6

RADIO STATIONS

WGET, 1320, 1 KW/500 W (DA-2) , MOR	MBS, $ 14.00 (---)		(GETTYSBURG)	Rod Burnham
WHVR, 1280, 5 KW/500 W (DA-2) , MOR	NBC, $ N/A (HNWH)			Barb McLaughlin
WSBA, 910, 5 KW/1 KW (DA-2) , MOR	, $ 47.00 (Eastman)	Susquehanna		Chris Huber
WARM-F, 103.3, 6 KW @ 1310, AC	, $ 57.00 (Eastman)	Susquehanna		Chris Huber
WGTY-F, 107.7, 16 KW @ 350, COUNTRY	MBS, $ 17.00 (---)		(GETTYSBURG)	Rod Burnham
WHTF-F, 92.7, .6 KW @ 700, CLASSIC AOR	SOURCE, $ 25.00 (Banner)			Joni Beck
WQXA-F, 105.7, 25 KW @ 520, CHR	, $ 40.00 (Katz)			Karen Luft
WYCR-F, 98.5, 11 KW @ 930, CHR	, $ 33.00 (HNWH)			Rich McCauslin

OTHER RANKED STATIONS -- See Harrisburg, Lancaster or Baltimore

YOUNGSTOWN

Arbitron Rank/Pop (12+): 81/422,000	Stations: 26/16	1988 Revenue: $11,600,000
	Diaries: 931/453:1/56.1%	HH Inc.: $31,666
MSA Rank/Pop: 97/506,100	Sample Target: 850	Retail $: 3.1 Bil
ADI # 90	% Below Line: 8.3	Pop per Station: 26,375
Average Person Ratings: 19.6	% Not Listed: 8.2	#1 Biller: WHOT-AF $[illegible] 800,000
Market TSL: 25.75 hours		

12+ METRO		1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WHOT-AF	(CHR)	121/14.6	12.6	14.0	14.7	16.1	14.0	186/2358	1427/33.8	35.9	42.9	102	16.0	129	1534	WHOT-AF
2. WQXK-F	(C)	90/10.9	7.9	9.5	8.2	10.9	9.1	143/1332	747/17.7	16.2	17.6	120	10.0	82	824	WQXK-F
3. WKBN-F	(EZ)	88/10.6	11.3	9.5	7.8	9.3	9.8	126/1394	944/22.4	22.8	19.8	108	7.0	57	749	WKBN-F
4. WBBG-F	(O)	72/ 8.7	6.8	7.3	7.6	2.0	7.6	90/1020	781/18.5	15.6	6.3	169	5.9	48	623	WBBG-F
5. WKBN	(MOR)	66/ 8.0	9.0	10.6	9.0	9.2	9.1	73/943	731/17.3	22.0	20.4	60	6.7	55	652	WKBN
6. WNCD-F	(AOR)	43/ 5.2	7.0	5.4	9.4	3.5	6.8	48/656	593/14.1	13.6	7.4	110	7.5	61	656	WNCD-F
7. WYFM-F	(AC)	41/ 4.9	5.9	6.6	7.2	9.8	6.2	68/1077	638/15.1	19.4	22.1	122	5.9	48	666	WYFM-F
8. WFMJ	(BB)	39/ 4.7	6.1	5.4	3.2	3.2	4.3	48/574	479/11.4	10.7	9.8	19	4.8	39	413	WFMJ
9. WRKU-F	(AOR)	37/ 4.5	3.5	0.8	----	----	2.2	80/773	393/ 9.3	2.9	0.0	87	4.3	35	418	WRKU-F
10. WMGZ-F	(CHR)	32/ 3.9	2.9	4.3	2.5	5.3	3.4	45/686	448/10.6	11.3	14.1	77	5.3	43	642	WMGZ-F
WBBW	(T)	32/ 3.9	3.6	5.2	5.3	5.5	4.5	32/567	560/13.3	14.1	12.3	46	3.1	25	346	WBBW
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 75.82% (577 of 761) (SPG 88: 73.06%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHOT-AF>>	1 WHOT-AF>	1 WHOT-AF>	1 WHOT-AF	1 WHOT-AF<	1 WKBN-F	1 WHOT-AF>	1 WKBN-F	1 WHOT-AF	1 WHOT-AF>	1 WHOT-F
2 WPHR-F	2 WNCD-F	2 WBBG-F	WBBG-F>	2 WBBG-F	2 WQXK-F	2 WKBN	2 WHOT-AF	2 WQXK-F	2 WQXK-F>	2 WKBN-F<
3 WMGZ-F>	3 WRKU-F	3 WQXK-F	3 WQXK-F	3 WQXK-F	3 WKBN	3 WQXK-F	3 WQXK-F<	3 WKBN-F	3 WKBN <	3 WKBN
4 WNCD-F>	4 WYFM-F	4 WNCD-F	4 WKBN-F	4 WKBN-F	4 WBBG-F	4 WKBN-F	4 WBBG-F	4 WBBG-F	4 WBBG-F	4 WBBG-F
5 WRKU-F>>	WQXK-F	WKBN-F	5	5	5 WHOT-AF	WBBG-F	5 WKBN	5 WKBN	5 WKBN-F	5
	WBBG-F								6 WYFM-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHOT-AF>	1 WHOT-AF>>	1 WHOT-AF>	1 WHOT-AF>	1 WHOT-AF	1 WHOT-AF	1 WHOT-AF<	1 WNCD-F	1 WBBG-F<	1 WBBG-F>
2 WYFM-F	2 WQXK-F	2 WQXK-F	2 WQXK-F	2 WKBN-F	2 WRKU-F	2 WNCD-F>	2 WHOT-AF>	2 WHOT-AF	2 WQXK-F<
3 WRKU-F>	3 WYFM-F	3 WBBG-F>	3 WBBG-F	3 WQXK-F	3 WNCD-F>	3 WRKU-F>	3 WRKU-F	3 WNCD-F>	3 WHOT-AF
4 WPHR-F	4 WBBG-F	4 WMGZ-F	4 WKBN-F	4 WBBG-F>>	4 WMGZ-F	4 WBBG-F	4 WBBG-F	4 WRKU-F	4 WNCD-F
WMGZ-F	5 WMGZ-F	5	5 WYFM-F	5	5	5	5 WYFM-F	5 WQXK-F	5 WKBN-F
	6 WRKU-F								

FORMATS	AM	FM	TOTAL	%	SPG 88 %
TOP 40/CHR/CONTEMP	2 (1)	171 (3)	173 (4)	22.7	26.0
AOR/CLASSIC		91 (4)	91 (4)	12.0	8.0
AC/OLDIES/SOFT ROCK		123 (4)	123 (4)	16.2	14.6
MOR/VARIETY	84 (4)		84 (4)	11.0	11.9
COUNTRY	5 (1)	90 (1)	95 (2)	12.5	13.0
BLACK/URBAN					1.1
BEAUTIFUL/EASY		91 (2)	91 (2)	12.0	10.1
NEWS/TALK	42 (2)	5 (1)	47 (3)	6.2	8.8
NOSTALGIA	39 (1)		39 (1)	5.1	3.5
RELIGION/GOSPEL	12 (1)	6 (1)	18 (2)	2.4	2.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	184 (10)	577 (16)	761 (26)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGFT	1500	Youngstown	1.4/3.2
WMGZ	1470	Farrell	
WNIO	1540	Niles	0.6/1.4
WRRO	1440	Warren	1.1/5.3
WSOM	600	Salem	0.6/1.9
KDKA	1020	Pittsburgh	0.5/2.1
WDOK-F	102.1	Cleveland	0.6/2.5
WHBC-F	94.1	Canton/Akron	0.4/1.1
WMJI-F	105.7	Cleveland	0.6/2.5
WMMS-F	100.7	Cleveland	0.7/4.8
WNIR-F	100.1	Kent/Akron	0.6/1.3
WONE-F	97.5	Akron/Cleveland	0.6/2.2
WPHR-F	107.9	Cleveland	2.4/7.9
WTOF-F	98.1	Canton/Akron	0.7/2.9
WWWE	1100	Cleveland	1.2/5.2

RADIO STATIONS

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WBBW, 1240,  1 KW (DA-1)       , TALK          ABC E, ABC T, $  24.00 (Republic)    H & D                       Vance Harrison
WFMJ, 1390,  5 KW (DA-N)       , NOSTALGIA               NBC, $  18.00 (Savalli)                                John Gordic
WKBN,  570,  5 KW (DA-N)       , MOR                     CBS, $  36.00 (Katz)                                   J.D. Williamson

WBBG-F,  93.3,  50 KW @  280, OLDIES                   ABC E, $  37.00 (Republic)    H & D                      Vance Harrison
WHOT-F, 101.1,  24 KW @  711, CHR                           , $  65.00 (Eastman)     Myron Jones                Bill Glover
WKBN-F,  98.9,   5 KW @ 1370, EZ/SOFT AC                    , $  35.00 (Katz)                                   J.D. Williamson
WMGZ-F,  95.9,   3 KW @  165, CHR                           , $  20.00 (K & P)          (SHARPSVILLE, PA)       Nick Corvello

WNCD-F, 106.1,   3 KW @  330, CLASSIC AOR                   , $   N/A  (Torbet)                   (NILES)            ---
WQXK-F, 105.1,  88 KW @  430, COUNTRY                       , $  40.00 (Mc-Guild)                 (SALEM)       Michael Mahone
WRKU-F,  95.[illegible],  19 KW @  805, AOR                           , $  20.00 (---)         Beta  (GROVE CITY, PA) Pamela Vernan
WYFM-F, 102.9,  26 KW @  455, AC                       ABC-C, $  39.00 (Durpetti)    Regional (SHARON, PA)  Tom Klein
```

MISCELLANEOUS COMMENTS: WGFT sold for $280,000.

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AMERICAN RADIO

1989 SMALL MARKET EDITION

Compiled and Edited by:

James H. Duncan, Jr.

DUNCAN'S AMERICAN RADIO, INC.
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Indianapolis, IN 46290

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INTRODUCTION

I am pleased to present the sixth edition of American Radio - Small Market Edition. This book is designed to complement the primary edition of American Radio by providing expanded coverage of over 100 small radio markets in the United States.

The Small Market Edition is issued every September.

Your support of my work is sincerely appreciated. Please feel free to make comments or suggestions at any time. I urge you to do so. I can be reached at this address:

James H. Duncan, Jr.
Duncan's American Radio, Inc.
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Indianapolis, IN 46290
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Every effort has been made to make this book as accuate as is humanly possible -- well, this human anyway. However, we are responsible for errors only to the extent that subscribers will be notified if such action is justified.

Special thanks to Patti Mallender and Beth Barnhorst for their excellent help in the preparation of this edition.

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Odessa-Midland, TX
Owensboro, KY
Palm Springs, CA
Panama City, FL
Parkersburg, WV
Pascagoula, MS
Poughkeepsie, NY
Rapid City, SD
Reading, PA
Redding, CA
Rochester, NY

St. Cloud, MN
San Angelo, TX
Santa Barbara, CA
Santa Fe, NM
Santa Rosa, CA
Sioux City, IA
Springfield, IL
Stamford-Norwalk, CT
Staunton, VA
Texarkanna, TX

Trenton, NJ
Tri Cities, WA
Tuscaloosa, AL
Tyler, TX
Victoria, TX
Waterbury, CT
Watertown, NY
Wichita Falls, TX
Williamsport, PA
Yakima, WA

SECTION B: Birch Non-Monthly Markets:

Bluefield, WV
Ft. Collins-Greeley, CO
Lake Tahoe, NV-CA
Central Upper Michigan
Rome, GA
Southbridge, MA
Yuma, AZ
Elkhart-Goshen, IN
Idaho Falls, ID
Laredo, TX
Northeastern Michigan
San Luis Obispo, CA
Wausau, WI
Fairbanks, AK
Jefferson City, MO
Morgantown, WV
Pocatello, ID
Santa Maria-Lompoc, CA
Winchester, VA

LEADING STATIONS IN ARBITRON CONDENSED MARKETS *

	STATION	MARKET	SHARE	FORMAT	GROUP OWNER
1.	WSTO-F	Owensboro, KY	33.9	CHR	
2.	WBKR-F	Owensboro, KY	31.2	Country	
3.	KYYY-F	Bismarck, ND	30.9	CHR	Meyer
4.	WAXX-F	Eau Claire, WI	29.7	Country	
5.	WJIZ-F	Albany, GA	29.5	Black	
	KGKL-F	San Angelo, TX	29.5	Country	
7.	KCJB	Minot, ND	28.6	Country	
8.	KTMT-F	Medford-Ashland, OR	28.5	CHR	
9.	KLUR-F	Wichita Falls, TX	27.5	Country	
10.	KROC-F	Rochester, MN	26.5	CHR	So. Minn.
11.	KAFX-F	Lufkin-Nacagdoches, TX	26.4	AC	
12.	KBOZ-F	Bozeman, MT	26.1	Contemp	Citadel
13.	KRRV-F	Alexandria, LA	26.0	Country	
14.	KGGG-F	Rapid City, SD	25.5	CHR	Ingstad
15.	WTNJ-F	Beckley, WV	25.0	Country	
16.	KKIX-F	Fayetteville-Springdale, AR	24.3	Country	
17.	KLAW-F	Lawton, OK	24.0	Country	
18.	WDNL-F	Danville, IL	23.6	CHR	
19.	WSNX-F	Muskegon, MI	23.2	CHR	
20.	WTNY-F	Watertown, NY	23.0	CHR	
21.	KFBQ-F	Cheyenne, WY	22.8	CHR	
22.	KQIX-F	Grand Junction, CO	22.5	AC	
23.	WTVY-F	Dothan, AL	22.3	Country	
24.	KSEZ-F	Sioux City, IA	22.0	AOR	Sage
	KBCE-F	Alexandria, LA	22.0	Urban/Black	
26.	KMGZ-F	Lawton, OK	21.9	CHR	
27.	KZEU-F	Victoria, TX	21.8	CHR	
	WILQ-F	Williamsport, PA	21.8	Country	
	KVIC-F	Victoria, TX	21.8	CHR	
30.	WNUS-F	Parkersburg-Marietta, WV-OH	21.7	Country	Somerset
31.	WZBQ-F	Tuscaloosa, AL	21.5	CHR	
	WIZN-F	Burlington, VT	21.5	AOR	
	WAZY-F	Lafayette, IN	21.5	CHR	Heritage
34.	KHHT-F	Minot, ND	21.4	CHR	
35.	KGLI-F	Sioux City, IA	21.3	CHR	
	KNIN-F	Wichita Falls, TX	21.3	CHR	
37.	WMME-F	Augusta-Waterville, ME	21.2	CHR	
	WPAP-F	Panama City, FL	21.2	Country	
39.	WIAL-F	Eau Claire, WI	21.0	AC	
40.	WQCB-F	Bangor, ME	20.9	Country	
41.	KFMZ-F	Columbia, MO	20.8	AOR	Cntmp Media
42.	WQRC-F	Cape Cod, MA	20.7	EZ	
43.	KYKZ-F	Lake Charles, LA	20.6	Country	
44.	KNUE-F	Tyler, TX	20.5	Country	
	WCIR-F	Beckley, WV	20.5	Contemp/AC	
46.	WKMX-F	Dothan, AL	20.3	Contemp	

* Based on 12+ Metro Share, 1/4 Hr Avg, Mon-Sun, 6A-Mid.

SECTION A

ARBITRON CONDENSED RADIO REPORTS

Arbitron's Condensed reports differ greatly from the standard market reports. Much of the data available in the standard book is not available in the Condensed. However, we have made do with what data is available.

The data for each station is read from left to right across the entire page. The methodology is the same as in the regular edition of American Radio.

ABILENE, TX

MSA Rank/Pop: 281/127,000
ARB Rank/Pop: 195/130,500
Market TSL: 22.0
Average Person Ratings: 16.6

Diaries: 297/439:1
Sample Target: 310
% Below Line: 4.1
% Not Listed: 26.3

Retail $: 1.16 Bil
FM Share: 89.38%
Stations: 15/13

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. KEAN-F	41/18.9	15.7	24.7	507	38.9	26.7	36.1
2. KFQX-F	23/10.6	7.3	5.6	98	25.3	17.1	16.5
3. KORQ-F	21/ 9.7	13.1	9.6	81	26.3	27.5	26.6
4. KEYJ-F	17/ 7.8	11.5	13.1	247	18.9	22.9	25.9
5. KWZD-F	15/ 6.9	13.6	12 1	193	14.8	19.8	16.7
6. KKHR-F	13/ 6.0	2.1	--	198	15.2	3.7	--
7. KTLC-F	9/ 4.1	5.8	2.5	172	13.2	14.8	12.4

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KEAN-F	1. KEAN-F >	1. KEAN-F >	1. KFQX-F >
2. KORQ-F >	2. KORQ-F	2. KORQ-F	2. KEAN-F
3. KFQX-F	3. KEYJ-F	3. KFQX-F	3. KEYJ-F
4. KEYJ-F	4. KFQX-F	4. KWZD-F	4. KORQ-F
5. KTLC-F	5. KKHR-F	5. KEYJ-F	5. KORQ

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KEAN-F	1. KEAN-F >	1. KEAN-F >>
2. KEYJ-F	2. KORQ-F >	2.
3. KFQX-F	3. KEYJ-F	3.
KORQ-F	KKHR	4.
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KEAN	1280	Abilene	.9/7.3
KEYJ	1560	Abilene	--/1.5
KFQX	1470	Abilene	.5/7.5
KORQ	1340	Abilene	1.8/6.2
KVRP	1400	Stamford	2.3/4.5
KVRP-F	95.5	Haskill	--/4.0
KKDA-F	104.5	Dallas/Ft.Worth	1.8/3.7
WBAP	820	Fort Worth	2.3/4.0

RADIO STATIONS

KVRP,	1400,	1 KW	, COUNTRY	APR,	$ 10.00 (Banner)	(HASKELL)	G. Barrett
KEAN-F,	105.1,	100 KW @ 808,	COUNTRY	ABC-I,	$ 27.00 (Mc-Guild)	Sungroup	L. Murray
KEYJ-F,	107.9,	100 KW @ 670,	CHR	,	$ 19.00 (K & P)		C. Whitaker
KFQX-F,	102.3,	3 KW @ 300,	CHR	,	$ 17.00 (Republic)	(MERKEL)	D. Fox
KKHR-F,	98.1,	50 KW @ 300,	??	,	$ N/A (---)	(ANSON)	---
KORQ-F,	100.7,	100 KW @ 1260,	AC	US 1,	$ N/A (HNWH)	Bakke	T. Bettis
KTLC-F,	99.7,	100 KW @ 744,	AC	CBS,	$ N/A (Riley)	(TYE)	D. Taylor
KWZD-F,	103.7,	100 KW @ 985,	COUNTRY	,	$ 13.00 (Katz)	(HAMILIN)	J. Christoferson

ALBANY, GA

MSA Rank/Pop: 299/118,300
ARB Rank/Pop: 237/ 93,100
Market TSL: 24.25
Average Person Ratings: 17.8

Diaries: 339/275:1
Sample Target: 270
% Below Line: 0.6
% Not Listed: 12.7

Retail $: .83 Bil
FM Share: 86.21%
Stations: 11/10

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. WJIZ-F	49/29.5	39.6	37.2	347	37.3	39.0	39.2
2. WKAK-F	25/15.1	13.2	10.2	251	27.0	25.4	21.4
3. WJAD-F	20/12.0	16.0	17.5	288	30.9	31.2	35.2
4. WSGY-F	15/ 9.0	10.4	7.3	184	19.8	23.4	22.3
5. WJYZ	10/ 6.0	1.4	3.6	104	11.2	8.6	8.7
6. WGPC-F	9/ 5.4	3.5	5.1	42	12.1	10.2	12.2
7. WAZE-F	6/ 3.6	.7	3.6	73	7.8	7.4	11.2
8. WALG	4/ 2.4	6.3	2.9	75	8.1	17.6	8.9
WANL	4/ 2.4	2.1	2.9	67	7.2	8.0	9.5

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WJIZ-F >>	1. WJIZ-F >>	1. WJIZ-F >	1. WJIZ-F >>
2. WKAK-F	2. WKAK-F	2. WKAK-F	2. WJAD-F
3. WJAD-F	3. WSGY-F	3. WJAD-F	3. WKAK-F
4. WSGY-F	4. WJAD-F >	4. WSGY-F	4.
5.	5. WJYZ	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WJIZ-F >>	1. WJIZ-F >	1. WJIZ-F >
2. WJAD-F	2. WKAK-F	2. WKAK-F >
3. WKAK-F	3. WSGY-F	3. WSGY-F
4. WSGY-F	4. WJAD-F	WGPC-F
5.	5. WJYZ	5. WJAD-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGPC	1590	Albany	1.2/4.5
WNKS	102.9	Columbus	.6/5.7

RADIO STATIONS

WALG,	1560,	5 KW/1 KW (DA-2)	, OLDIES	ABC-I,	$ 17.00 (Republic)		R. Segers
WANL,	1250,	1 KW/53 W	, RELIGION	NBC,	$ 10.00 (---)		L. Birdsong
WJYZ,	960,	5 KW (DAYS, DA)	, GOSPEL/BLACK	MBS,	$ 10.00 (HNWH)		D. Karnes
WAZE-F,	92.1,	3 KW @ 300,	AC	,	$ 12.00 (Roslin)	(DAWSON)	J. Thacker
WGPC-F,	104.5,	43 KW @ 140,	EZ	CBS,	$ 13.00 (Southern)		L. George
WJAD-F,	97.3,	100 KW @ 1000,	CHR	ABC-C,	$ 19.00 (Roslin)	(BAINBRIDGE)	J. Williams
WJIZ-F,	96.3,	100 KW @ 500,	BLACK	SBN,	$ 23.00 (HNWH)		D. Karnes
WKAK-F,	101.7,	3 KW @ 300,	COUNTRY	ABC-E,	$ 17.00 (Republic)		R. Segers
WSGY-F,	100.3,	97 KW @ 500,	AC	,	$ N/A (K & P)	(TIFTON)	H. Dunn

ALBANY - CORVALLIS - LEBANON, OR

MSA Rank/Pop: NA	Diaries: 383/335:1	Retail $: .85 Bil
ARB Rank/Pop: 199/128,400	Sample Target: 340	FM Share: 79.45
Market TSL: 21.0	% Below Line: 36.5	Stations: 22/11
Average Person Ratings: 15.6	% Not Listed: 27.0	

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. KXYQ-F	23/11.5	19.5	10.7	319	24.8	29.6	17.8
2. KRKT-F	22/11.0	8.6	13.8	225	17.5	12.7	15.9
3. KLCX-F	17/ 8.5	3.9	1.0	131	10.2	5.9	5.0
4. KIQY-F	13/ 6.5	7.0	9.4	210	16.4	14.6	16.3
5. KPNW-F	12/ 6.0	2.3	3.8	151	11.8	8.4	7.7
6. KFAT-F	10/ 5.0	4.7	5.0	182	14.2	7.6	9.5
7. KGAL	8/ 4.0	---	4.4	125	9.7	---	15.9
8. KEJO-F	6/ 3.0	3.1	5.0	130	10.1	8.0	14.8
9. KFIR	5/ 2.5	6.3	2.5	51	4.0	3.0	4.1
KZEL-F	5/ 2.5	1.6	2.5	112	8.7	5.1	6.4

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KRKT-F	1. KLCX-F	1. KXYQ-F	1. KXYQ-F >>
2. KXYQ-F >	2. KRKT-F	2. KLCX-F	2. KIQY-F
3. KLCX-F	3. KPNW-F	3. KRKT-F	3. KRKT-F
4. KIQY-F	4. KXYQ-F	4. KIQY-F	4.
5. KFAT-F	5.	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KXYQ-F	1. KRKT-F	1. KRKT-F >
2. KLCX-F >>	2. KLCX-F >	2. KPNW-F
3. KIQY-F	3. KGAL	3. KFAT-F
KRKT-F	4. KFAT-F	KGAL
5.	KPNW-F	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KFLY	1240	Corvallis	1.0/8.4
KHPE-F	107.9	Albany	.5/4.8
KLOO	1340	Corvallis	1.0/5.8
KWIL	790	Albany	1.0/5.0
KDUK	1280	Eugene	1.5/2.8
KGON-F	92.3	Portland	1.0/5.3
KMGE-F	94.5	Eugene	.5/5.8
KUGN	590	Eugene/Springfld.	1.0/3.6
KUGN-F	97.9	Engene/Springfld.	1.0/3.6
KXL	750	Portland	2.0/7.2
KXL-F	95.5	Portland	1.0/3.0

RADIO STATION

KFIR, 1370, 1 KW (DAYS) , COUNTRY	ABC-E,	$ 8.00 (Tacher)	(SWEET HOME)	B. Ratter
KGAL, 920, 1 KW (DA-1) , OLDIES	SMN,	$ 8.00 (MMR)	(LEBANON)	C. Eads
KEJO-F, 101.5, 28 KW @ 250, AC	ABC-F,	$ 14.00 (Radio Times)	(CORVALLIS)	B. Holt
KFAT-F, 106.1, 27 KW @ 150, COUNTRY	CBS, MBS,	$ 11.00 (Sandeberg-Glenn)	(CORVALLIS)	L. Blair
KHPE-F, 107.9, 100 KW @ 1100, RELIGION	,	$ 8.00 (Sandeberg-Glenn)	(ALBANY)	D. Winchester
KIQY-F, 103.7, 53 KW @ 380, CHR	,	$ 15.00 (Tacher)	(LEBANON)	R. Mack
KRKT-F, 99.9, 100 KW @ 1075, COUNTRY	ABC-I,	$ 19.00 (Mc-Guild)	(ALBANY)	G. Grossman

Other ranked stations -- See Eugene or Portland in Spring 1989 edition of American Radio

ALEXANDRIA, LA

MSA Rank/Pop: 263/137,400
ARB Rank/Pop: 201/126,700
Market TSL: 22.0
Average Person Ratings: 15.8

Diaries: 380/362:1
Sample Target: 320
% Below Line: 0
% Not Listed: 14.5

Retail $: 1.08 Bil
FM Share: 86.55%
Stations: 9/9

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87	BIRCH SHR	AQH	CUME
1. KRRV-F	52/26.0	20.1	28.6	440	38.4	31.9	37.4	23.5	43	375
2. KBCE-F	44/22.0	25.8	20.6	237	22.7	23.3	24.1	22.4	41	407
3. KQID-F	21/10.5	17.0	12.2	210	24.5	32.8	24.1	20.8	38	319
KZMZ-F	21/10.5	10.3	10.6	191	20.4	18.7	18.9	10.4	19	220
5. KALB	10/ 5.0	3.6	7.4	156	12.3	13.7	14.9	3.3	6	120
KISY-F	10/ 5.0	6.7	3.7	161	14.2	13.4	10.5	6.6	12	146

12+ AMD

1. KRRV-F >>
2. KBCE-F
3. KZMZ-F
4. KQID-F
5.

12+ MID

1. KRRV-F >>
2. KBCE-F
3. KZMZ-F
4. KQID-F
5.

12+ PMD

1. KRRV-F
2. KBCE-F >
3. KQID-F
4. KZMZ-F
5.

12+ EVE

1. KBCE-F >
2. KRRV-F
3. KQID-F
4. KZMZ-F
5.

ADULTS 18-34

1. KBCE-F >>
2. KRRV-F
3. KZMZ-F
4. KISY-F
   KQID-F

ADULTS 25-54

1. KRRV-F >
2. KBCE-F >>
3. KZMZ-F
4.
5.

ADULTS 35-64

1. KRRV-F >>
2. KBCE-F >
3. KZMZ-F
4.
5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KRRV	1410	Alexandria	2.5/5.5
KSYL	970	Alexandria	2.5/6.9
KWDF	840	Ball/Alexandria	1.5/3.9

RADIO STATIONS

KALB, 580, 5 KW/1 KW (DA-N) , COUNTRY	SMN, $ 12.00 (Katz)	R. Reynolds
KBCE-F, 102.3 3 KW @ 310, URBAN/BLACK	SBN, $ 24.00 (HNWH)	G. Lewis
KISY-F, 98.3, 3 KW @ 300, AC	MBS, $ 20.00 (HNWH)	R. Cavaness
KQID-F, 93.1, 100 KW @ 1000, CHR	ABC-D, $ 19.00 (Torbet)	T. Thompson
KRRV-F, 100.3, 100 KW @ 574, COUNTRY	ABC-E, $ N/A (Republic)	H. Lazarone
KZMZ-F, 96.9, 100 KW @ 1450, CHR	ABC-F, $ 16.00 (Katz)	R. Reynolds

AUGUSTA - WATERVILLE, ME

MSA Rank/Pop: NA
ARB Rank/Pop: 233/95,800
Market TSL: 21.25
Average Person Ratings: 15.8

Diaries: 317/302:1
Sample Target: 280
% Below Line: 41.1
% Not Listed: 16.6

Retail $: .94 Bil
FM Share: 95.24%
Stations: 15/7

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. WMME-F	32/21.2	27.1	11.8	361	37.7	43.4	26.7
2. WQCB-F	15/ 9.9	1.3	3.1	102	10.6	5.5	8.7
3. WABK-F	10/ 6.6	11.0	18.1	164	17.1	23.8	32.2
WKCG-F	10/ 6.6	13.5	11.8	144	15.0	20.0	17.1
WBLM-F	10/ 6.6	5.2	4.7	127	13.3	15.2	17.2
WHOM-F	10/ 6.6	6.5	7.1	133	13.9	11.3	15.1
7. WTOS-F	9/ 6.0	3.9	2.4	131	13.7	10.0	6.6
8. WXGL-F	7/ 4.6	2.6	4.7	98	10.2	10.1	8.4
9. WTVL-F	6/ 4.0	1.9	3.9	135	14.1	9.1	15.6
10. WFAU	5/ 3.3	---	---	66	6.9	3.9	---
WIGY-F	5/ 3.3	4.5	10.2	101	10.5	14.8	24.6

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WMME-F >	1. WMME-F >	1. WMME-F >>	1. WMME-F >>
2. WABK-F	2. WQCB-F	2. WQCB-F	2. WBLM-F
3. WBLM-F	3. WABK-F	3. WBLM-F	WQCB-F
WQCB-F	4. WHOM-F	4. WKCG-F	4. WTOS-F
5.	5.	5. WHOM-F	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WMME-F >>	1. WMME-F	1. WQCB-F
2. WTOS-F	2. WQCB-F >	2. WHOM-F
3. WABK-F	3. WKCG-F	3. WKCG-F
4. WBLM-F	WABK-F	WMME-F
5. WIGY-F	WHOM-F	5.
	WTOS-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WABK	1280	Gardiner/Augusta	.7/2.7
WMME	1400	Augusta/Waterville	--/1.8
WKZS-F	99.9	Auburn/Portland	2.6/8.5
WTHT	102.9	Portland	1.3/6.8

RADIO STATIONS

WFAU, 1340, 1 KW , MOR	CBS, TRNSTR, $ 9.00 (K & P)		W. Devine
WABK-F, 104.3, 50 KW @ 400, AC	ABC-I, $ 30.00 (Christal)	(GARDINER)	S. Carroll
WKCG-F, 101.3, 50 KW @ 315, Country	CBS, $ 20.00 (K & P)		W. Devine
WMME-F, 92.3, 50 KW @ 500, CHR	Source, $ 28.00 (Republic)		J. Mann
WTVL-F, 98.5, 50 KW @ 373, Oldies	ABC-E, $ 17.00	(WATERVILLE)	E. Close

Other ranked stations -- See Bangor in this edition or Portland in Spring 1989 edition of American Radio

BANGOR, ME

MSA Rank/Pop: 337/83,900
ARB Rank/Pop: 253/67,300
Market TSL: 21.75
Average Person Ratings: 16.3

Diaries: 305/221:1
Sample Target: 250
% Below Line: 7.3
% Not Listed: 24.5

Retail $: 1.12 Bil
FM Share: 93.98%
Stations: 9/8

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87	BIRCH SHR	AOH	CUME
1. WQCB-F	23/20.9	7.0	8.4	193	28.7	16.2	15.7	19.5	23	226
2. WKSQ-F	11/10.0	11.0	8.4	174	25.9	27.7	22.9	9.3	11	215
WWFX-F	11/10.0	16.0	15.8	163	24.2	32.1	24.3	16.9	20	232
4. WWMJ-F	10/ 9.1	9.0	14.7	146	21.7	24.7	22.8	5.9	7	165
5. WTOS-F	8/ 7.3	5.0	2.1	84	12.5	14.3	6.1	7.6	9	137
6. WPBC-F	7/ 6.4	13.0	14.7	114	16.9	21.4	20.6	7.6	9	118
7. WYOU-F	6/ 5.5	9.0	9.5	101	15.0	11.9	16.6	2.5	3	85
8. WABI	5/ 4.5	9.0	9.5	113	16.8	20.5	18.2	6.8	8	109

12+ AMD

1. WQCB-F >>
2. WABI
3. WWMJ-F
4. WYOU-F
5. WWFX-F

12+ MID

1. WQCB-F >>
2. WWMJ-F
3. WKSQ-F
4. WPBC-F
5. WWFX-F

12+ PMD

1. WQCB-F
2. WKSQ-F >
3. WWMJ-F
4. WTOS-F
5. WWFX-F

12+ EVE

1. WWFX-F
2. WQCB-F
3. WWMJ-F
   WTOS-F
5.

ADULTS 18-34

1. WKSQ-F
2. WWMJ-F
3. WWFX-F
4. WPBC-F
   WQCB-F

ADULTS 25-54

1. WQCB-F >
2. WWMJ-F >
3. WKSQ-F
   WPBC-F
5.

ADULTS 35-64

1. WQCB-F >>
2. WWMJ-F
   WYOU-F
4.
5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WKIT-F 100.3 Brewer/Bangor 1.8/13.5

RADIO STATIONS

WABI, 910, 5 KW (DA-N) , OLDIES ABC-I, $ N/A (Torbet) G. Gonyar

WKSQ-F, 94.5, 50 KW @ 1030, AC , $ N/A (Christal) (ELLSWORTH) N. Osborne
WPBC-F, 92.9, 20 KW @ 781, SOFT AC , $ 24.00 (Republic) J. Goff
WQCB-F, 106.5, 100 KW @ 1080, COUNTRY SMN, $ 30.00 (Mc-Guild) (BREWER) K. Dolley
WWFX-F, 104.7, 10 KW @ 1080, CHR , $ 25.00 (Republic) (BELFAST) B. Darling
WWMJ-F, 95.7, 8 KW @ 1000, AC , $ 33.00 (HNWH) (ELLSWORTH) H. Dudman
WYOU-F, 97.1, 5 KW @ 1228, COUNTRY ABC-E, $ N/A (Torbet) G. Gonyar

BATTLE CREEK, MI

MSA Rank/Pop: 264/137,000
ARB Rank/Pop: 214/113,000
Market TSL: 20.75
Average Person Ratings: 15.4

Diaries: 306/369:1
Sample Target: 310
% Below Line: 64.4
% Not Listed: 17.2

Retail $: .86 Bil
FM Share: 78.47%
Stations: 12/2

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. WKFR-F	31/17.8	21.9	13.0	373	33.0	36.9	27.2
2. WBCK	28/16.1	13.5	12.4	333	29.5	28.1	28.7
3. WNWN-F	22/12.6	13.5	24.3	255	22.6	23.7	28.3
4. WQLR-F	14/ 8.0	4.7	2.4	106	9.4	13.2	9.2
WRKR-F	14/ 8.0	---	---	139	12.3	---	---
6. WJXQ-F	8/ 4.6	5.2	7.1	138	12.2	14.6	21.6
WOOD-F	8/ 4.6	5.2	2.4	114	10.1	13.4	8.5
8. WIBM-F	5/ 2.9	3.6	2.4	93	8.2	9.3	8.1
WVIC-F	5/ 2.9	2.6	3.0	107	9.5	4.8	9.4
10. WMJC-F	4/ 2.3	5.2	8.9	129	11.4	17.7	19.2

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WBCK >	1. WKFR-F >	1. WKFR-F	1. WBCK
2. WKFR-F >	2. WNWN-F	2. WNWN-F >	2. WKFR-F >>
3. WNWN-F	3. WRKR-F	3. WRKR-F	3. WNWN-F
4. WRKR-F	4. WQLR-F	4. WBCK	4.
5.	5. WBCK	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WKFR-F >	1. WKFR-F	1. WBCK
2. WRKR-F	2. WNWN-F	WNWN-F >
3. WJXQ-F >	3. WRKR-F	3. WKFR-F
4. WNWN-F	WBCK	4. WOOD-F
WQLR-F	5.	5. WIBM-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WITL-F	100.7	Lansing	1.1/4.6
WJR	760	Detroit	1.7/5.8

RADIO STATIONS

WBCK, 930, 5 KW/1 KW (DA-2) , MOR	NBC, TALKNT, $ 18.00 (Republic)	Liggett	J. Landon
WMJC-F, 95.3, 3 KW @ 270, AC	TRNSTR, $ 16.00 (Republic)	Liggett	J. Landon

Other rated stations -- See Kalamazoo, Grand Rapids, or Lansing in Spring 1989 edition American Radio

BECKLEY, WV

MSA Rank/Pop: NA
ARB Rank/Pop: 252/68,300
Market TSL: 21.5
Average Person Ratings: 16.4

Diaries: 265/258:1
Sample Target: 250
% Below Line: 0
% Not Listed: 18.8

Retail $: .52 Bil
FM Share: 69.23%
Stations: 8/8

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. WTNJ-F	28/25.0	18.0	24.5	219	32.1	28.9	34.8
2. WCIR-F	23/20.5	30.0	26.6	295	43.2	44.6	41.2
3. WJLS	21.18.8	20.0	22.3	247	36.2	32.7	34.0
4. WBKW-F	7/ 6.3	6.0	7.4	94	13.8	18.6	13.9
5. WWNR	5/ 4.5	4.0	3.2	128	18.7	14.9	14.5
6. WHAJ-F	3/ 2.7	5.0	1.1	100	14.6	7.9	10.7
7. WVMA-F	2/ 1.8	3.0	1.1	73	10.7	10.3	12.5

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WTNJ-F	1. WTNJ-F >>	1. WCIR-F	1. WCIR-F >>
2. WJLS >>	2. WJLS	2. WTNJ-F >	2. WJLS
3. WCIR-F >	WCIR-F	3. WJLS >	3. WTNJ-F
4. WWNR	4.	4. WBKW-F	4.
5. WBKW-F	5.	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WCIR-F	1. WTNJ-F >	1. WTNJ
WTNJ-F >>	2. WCIR-F	2. WJLS >>
3. WJLS	WJLS >>	3. WBKW-F
4.	4.	WCIR-F
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCIR	1070	Beckley	1.8/2.5

RADIO STATIONS

WJLS, 560, 5 KW/500 W (DA-N) , COUNTRY	CBS, $ 12.00 (Savalli)		N. Smith
WWNR, 620, 1 KW/500 W (DA-N) , MOR	ABC-C, $ 8.00 (Katz)		A. Martino
WBKW-F, 99.5, 34 KW @ 1050, RELIGION	MBS, $ 7.00 (Savalli)		N. Smith
WCIR-F, 103.7, 5 KW @ 1485, CONTEMP/AC	NBC, $ 20.00 (K & P)		R. Southern
WHAJ-F, 104.5, 100 KW @ 1197, CHR	US 1, $ N/A (---)	(BLUEFIELD)	M. Shott
WTNJ-F, 105.9, 50 KW @ 500, COUNTRY	ABC-E, $ 20.00 (Roslin)	(MT. HOPE)	T. Gonzales
WVMA-F, 94.1, 26 KW @ 650, AC	SMN, $ 12.00 (---)		L. Thomas

BILOXI - GULFPORT, MS

MSA Rank/Pop: 202/208,100	Diaries: 382/441:1	Retail $: 1.19 Bil
ARB Rank/Pop: 172/168,500	Sample Target: 370	FM Share: 84.26%
Market TSL: 22.5	% Below Line: 11.7	Stations: 21/10
Average Person Ratings: 16.7	% Not Listed: 16.7	

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. WKNN-F	45/16.0	10.4	5.1	434	25.8	19.2	11.1
2. WZKX-F	38/13.5	18.5	21.7	462	27.4	33.1	33.8
3. WQID-F	29/10.3	8.1	12.6	466	27.7	21.0	31.5
4. WTKI-F	23/ 8.2	6.5	6.3	237	14.1	11.8	12.1
5. WXLS-F	22/ 7.8	6.9	4.0	257	15.3	16.2	13.9
6. WVMI	15/ 5.0	7.3	7.5	133	7.9	12.9	13.8
7. WQFX-F	13/ 4.6	12.3	6.3	252	15.0	14.3	14.9
8. WROA	11/ 3.9	1.5	3.6	145	8.6	6.2	6.5

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WKNN-F >	1. WKNN-F >	1. WKNN-F	1. WZKX-F
2. WQID-F	2. WXLS-F	2. WZKX-F	2. WQID-F >
WZKX-F >	3. WTKI-F	3. WQID-F	3. WKNN-F >
4. WTKI-F	4. WQID-F	4. WTKI-F <	4. WTKI-F
5. WXLS-F	5. WZKX-F	5. WXLS-F	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WZKX-F	1. WKNN-F >	1. WKNN-F >
2. WTKI-F	2. WXLS-F	2. WXLS-F
3. WQID-F	3. WZKX-F	3. WVMI
4. WKNN-F	4. WTKI-F	4.
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGCM	1240	Gulfport	2.6/4.5
WPMO	1580	Pascagoula/Moss Pt	0.0/0.7
WAVH-F	96.1	Mobile	0.4/2.9
WBLX-F	92.9	Mobile/Pensacola	1.4/4.5
WCKW-F	92.3	LaPlace/New Orl.	1.4/3.3
WKKY-F	104.9	Moss Pt.	0.7/3.7
WLTS-F	105.3	Slidell	2.1/7.6
WNOE-F	101.1	New Orleans	1.4/5.3
WOSM	103.1	Ocean Springs	1.4/2.7
WQUE	1280	New Orleans	0.0/0.6
WQUE-F	93.3	New Orleans	0.4/2.8
WRNO-F	99.5	New Orleans	0.7/4.0
WWL	870	New Orleans	1.8/7.7

RADIO STATIONS

WROA, 1390, 5 KW (DA-2) , MOR	US 2, $ 14.00 (Republic)		C. Rowe
WVMI, 570, 5 KW/1 KW (DA-2) , COUNTRY	ABC-E, $ 20.00 (Mc-Guild)		W. Vowell
WQFX-F, 96.7, 3 KW @ 245, BLACK	SBN, MBS, $ 14.00 (Roslin)		D. Steere
WQID-F, 93.7, 100 KW @ 1012, CHR	ABC-F, $ 24.00 (Mc-Guild)		W. Vowell
WTKI-F, 102.3, 3 KW @ 300, AOR	ABC-D, NBC, $ 20.00 (Banner)	Holt	P. Scott
WXLS-F, 107.1, 3 KW @ 328, AC	, $ --- (Torbet)		G. Michaels
WZKX-F, 107.9, 100 KW @ 450, CHR	, $ 24.00 (Republic)		C. Rowe

WKNN -- See Pascagoula

BISMARCK, ND

MSA Rank/Pop: 333/85,700
ARB Rank/Pop: 249/74,200
Market TSL: 21.75
Average Person Ratings: 16.6

Diaries: 250/297:1
Sample Target: 250
% Below Line: 0
% Not Listed: 12.2

Retail $: .65 Bil
FM Share: 65.74%
Stations: 7/7

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. KYYY-F	38/30.9	22.4	28.0	344	46.4	39.3	41.9
2. KQDY-F	18/14.6	10.3	14.4	216	29.1	19.9	24.5
3. KFYR	17/13.8	19.0	15.3	298	40.2	43.7	40.6
4. KBMR	13/10.6	10.3	6.8	130	17.5	15.1	17.6
KBYZ-F	13/10.6	18.1	12.7	212	28.6	28.0	28.5
6. KLXX	7/ 5.7	6.3	9.3	96	12.9	14.9	14.0
7. KNDR-F	2/ 1.6	7.8	3.4	39	5.3	11.6	7.9

12+ AMD

1. KYYY-F >>
2. KFYR
3. KQDY-F
4. KBMR
5.

12+ MID

1. KYYY-F >
2. KQDY-F >
3. KFYR
4. KBMR
5. KBYZ-F

12+ PMD

1. KYYY-F >>
2. KQDY-F >
3. KBYZ-F
4. KBMR
   KLXX

12+ EVE

1. KYYY-F >>
2. KFYR
3. KBYZ-F
   KQDY-F
5.

ADULTS 18-34

1. KYYY-F >>
2. KQDY-F
3. KBYZ-F >
4. KFYR
5.

ADULTS 25-54

1. KYYY-F
2. KQDY-F
3. KFYR
4. KBYZ-F
5. KLXX

ADULTS 35-64

1. KFYR-F >
2. KQDY-F
   KYYY-F
4. KBMR
5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

KBMR,	1130,	50 KW (DAYS)	, COUNTRY	NBC,	$ 15.00	(Mc-Guild)		A. Anderson
KFYR,	550,	5 KW (DA-N)	, AC	ABC-I,	$ 28.00	(Banner)	Meyer	B. Denver
KLXX,	1270,	1 KW/250 W	, COUNTRY	,	$ 11.00	(Torbet)	Lakoduk	G. Krahn
KBYZ-F,	96.5,	100 KW @ 1000,	AC	US 1,	$ 17.00	(Torbet)	Lakoduk	G. Krahn
KNDR-F,	104.7,	100 KW @ 852,	RELIGION	,	$ 7.00	(---)	(MANDAN)	B. Bales
KQDY-F,	94.5,	100 KW @ 1090,	COUNTRY	CNN,	$ 23.00	(Mc-Guild)		A. Anderson
KYYY-F,	92.9,	100 KW @ 1190,	CHR	ABC-D,	$ 27.00	(Banner)	Meyer	B. Denver

BOZEMAN, MT

MSA Rank/Pop: NA
ARB Rank/Pop: 260/42,200
Market TSL: 21.75
Average Person Ratings: 16.4

Diaries: 299/141:1
Sample Target: 250
% Below Line: 1.4
% Not Listed: 29.0

Retail $: .38 Bil
FM Share: 59.18%
Stations: 7/6

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. KBOZ-F	18/26.1	31.9	13.9	164	50.7	53.6	35.4
2. KBOZ	13/18.8	22.2	15.3	214	38.9	35.1	33.3
3. KUUB-F	10/14.5	15.3	32.2	141	33.4	38.6	39.2
4. KGVW	5/ 7.2	--	3.4	57	13.5	--	9.6
5. KBMN	2/ 2.9	9.7	13.6	60	14.2	17.1	17.8

12+ AMD

1. KBOZ-F
2. KBOZ >
3. KUUB-F
4.
5.

12+ MID

1. KBOZ-F >
2. KBOZ
3. KUUB-F >
4. KGVW
5.

12+ PMD

1. KBOZ-F
2. KBOZ >
3. KUUB-F
4.
5.

12+ EVE

1. KBOZ-F >>
2. KUUB-F
3.
4.
5.

ADULTS 18-34

1. KBOZ-F >>
2. KUUB-F
3. KBOZ
4.
5.

ADULTS 25-54

1. KBOZ-F
2. KBOZ >>
3. KUUB-F
4.
5.

ADULTS 35-64

1. KBOZ >>
2. KBOZ-F
3.
4.
5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KGVW-F	96.7	Belgrade	0.0/7.3
KQUY-F	95.5	Butte	1.4/3.8

RADIO STATIONS

KBMN, 1230, 1 KW (DA-2)	, EZ	ABC-I,	$ 13.00	(Eastman)		L. Kehl
KBOZ, 1090, 5 KW (DA-N)	, COUNTRY	ABC-I,	$ 17.00	(Art Moore & Assoc)	Citadel	J. Brandt
KGVW, 640, 10 KW/1 KW	, RELIGION	MBS,	$ 10.00	(---)	(BELEGRADE)	M. Brashear
KBOZ-F, 93.7, 100 KW @ 248,	CONTEMP	RADRAD, NBC,	$ 23.00	(John McGuire)	Citadel	J. Brandt
KUUB-F, 95.1, 100 KW @ 750,	??	ABC-C,	$ N/A	(---)		---

BRYAN - COLLEGE STATION, TX

MSA Rank/Pop: 288/124,600
ARB Rank/Pop: 218/108,900
Market TSL: 20.25
Average Person Ratings: 15.2

Diaries: 340/320:1
Sample Target: 290
% Below Line: 17.5
% Not Listed: 18.7

Retail $: .85 Bil
FM Share: 77.78%
Stations: 12/6

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. KORA-F	31/18.7	23.7	--	400	36.7	27.9	--
2. KKYS-F	29/17.5	13.7	--	460	42.2	35.9	--
3. KTAM	18/10.8	6.9	--	284	26.1	17.0	--
4. KTSR-F	16/ 9.6	9.9	--	300	27.5	28.8	--
5. KLOL-F	15/ 9.0	3.8	--	180	16.5	13.0	--
6. KAGC	6/ 3.6	4.5	--	74	6.8	4.5	--
WTAW	6/ 3.6	3.8	--	88	8.1	8.2	--

12+ AMD

1. KORA-F <
2. KKYS-F >>
3. KTSR-F <
4. KTAM
5.

12+ MID

1. KORA-F >
2. KKYS-F
3. KTSR-F
4. KTAM
5.

12+ PMD

1. KORA-F
2. KKYS-F >
3. KLOL-F
4. KTAM
   KTSR-F

12+ EVE

1. KKYS-F
2. KORA-F
3. KTAM
4. KLOL-F
5. KTSR

ADULTS 18-34

1. KKYS-F
2. KORA-F
3. KTSR-F
4. KLOL-F
5. KTAM

ADULTS 25-54

1. KORA-F
2. KTAM
3. KKYS-F
   KTSR-F
5.

ADULTS 35-64

1. KORA-F
2. KTAM >>
3. KKYS-F
   WTAW
   KODA-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KHRN-F	94.3	Hearne	1.8/11.0
KKBQ-F	92.9	Pasadena	1.2/ 6.6
KODA-F	99.1	Houston	2.4/ 4.7
KQUE-F	102.9	Houston	.6/ 2.3
KRBE-F	104.1	Houston	2.4/11.2

RADIO STATIONS

KAGC, 1510, 500 W (DAYS)	, RELIGION	, $ 10.00 (Republic)		J. Bell
KTAM, 1240, 1 KW	, OLDIES	ABC-C, $ 14.00 (---)	Clear Channel	S. Jones
WTAW, 1150, 1 KW/500W (DA-N)	, COUNTRY	CBS, $ 11.00 (Katz)		W. Hicks
KKYS-F, 104.9, 3 KW @ 300, CHR		, $ 22.00 (Republic)		---
KORA-F. 98.3, 3 KW @ 300, COUNTRY		ABC-I, $ 24.00 (---)	Clear Channel	S. Jones
KTSR-F, 92.1, 3 KW @ 275, AC		, $ 20.00 (Katz)		W. Hicks

KLOL -- See Houston in Spring 1989 edition of American Radio

BURLINGTON, VT

MSA Rank/Pop: 280/128,200
ARB Rank/Pop: 216/111,800
Market TSL: 22.0
Average Person Ratings: 16.6

Diaries: 292/383:1
Sample Target: 290
% Below Line: 3.2
% Not Listed: 17.2

Retail $: 1.23 Bil
FM Share: 84.42%
Stations: 10/9

		FAL	SPG	FAL	SPG	METRO	METRO CUME RATING			B I R C H		
12+ METRO	1/4/SHARE	88	88	87	87	CUME	S89	S88	S87	SHR	AQH	CUME
1. WIZN-F	40/21.5	15.2	16.9	13.1	16.2	359	32.1	28.1	24.5	23.5	42	382
2. WEZF-F	32/17.2	15.2	14.1	14.9	12.7	363	32.5	30.5	23.1	11.2	20	265
3. WXXX-F	30/16.1	14.6	19.8	14.9	20.2	431	38.6	35.3	40.0	20.1	36	358
4. WQCR-F	14/ 7.5	8.8	9.6	8.3	8.1	326	29.2	27.7	22.4	14.0	25	364
5. WJOY	13/ 7.0	6.4	9.0	6.0	9.2	133	11.9	16.0	16.0	3.4	6	110
6. WDOT	8/ 4.3	3.5	5.1	7.7	4.0	122	10.9	11.1	9.6	5.6	10	149
7. WLFE-F	6/ 3.2	5.3	3.4	3.0	2.3	90	8.1	7.3	7.8	1.1	2	70
WGFB-F	6/ 3.2	2.9	2.8	2.4	1.2	141	12.6	12.1	8.2	3.4	6	117
9. WVMT	3/ 1.6	5.8	7.3	10.1	7.5	136	12.2	15.1	18.9	3.9	7	166

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WIZN-F >	1. WEZF-F	1. WIZN-F	1. WXXX-F
2. WEZF-F <	2. WIZN-F	2. WEZF-F <	2. WIZN-F
3. WXXX-F >	3. WXXX-F >	3. WXXX-F >>	3. WQCR-F >
4. WJOY >	4. WQCR-F	4. WJOY	4. WEZF-F
5. WDOT	5. WJOY	5. WQCR-F	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WIZN-F >>	1. WIZN-F	1. WEZF-F >>
2. WEZF-F	2. WEZF-F >	2. WDOT
3. WXXX-F >	3. WXXX-F >	WXXX-F
4. WQCR-F	4. WDOT	4.
5.	5. WQCR-F	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGLY-F	103.1	Waterbury	1.1/3.5

RADIO STATIONS

WDOT, 1390, 5 KW (DA-1) , COUNTRY	ABC-E, $ 10.00 (Republic)		W. Hunter
WJOY, 1230, 1 KW , MOR	CBS, $ 17.00 (Christal)	Hall	D. Dubonnet
WVMT, 620, 5 KW (DA-2) , MOR/AC	NBC, $ 16.00 (Mc-Guild)		P. Goldman
WEZF-F, 92.9, 46 KW @ 2700, SOFT AC	TRNSTR, $ N/A (Banner)	Knight	T. Pierce
WIZN-F, 106.7, 50 KW @ 373, AOR	, $ 21.00 (Katz)	(VERGENES)	A. LaVigne
WLFE-F, 102.3, 440 W @ 800, COUNTRY	MBS, $ 15.00 (Republic)	(ST. ALBANS)	P. Knight
WQCR-F, 98.9, 100 KW @ 310, CHR	, $ N/A (Christal)	Hall	D. Dubonnet
WXXX-F, 95.3, 3 KW @ 225, CHR	, $ N/A (Republic)		R. Borel

CAPE COD, MA

MSA Rank/Pop: NA
ARB Rank/Pop: 180/159,500
Market TSL: 24.75
Average Person Ratings: 19.1

Diaries: 353/452:1
Sample Target: 340
% Below Line: 17.4
% Not Listed: 14.1

Retail $: 2.24 Bil
FM Share: 93.49%
Stations: 21/11

		SPG	SPG	METRO	METRO CUME RATING			B I R C H		
12+ METRO	1/4/SHARE	88	87	CUME	S89	S88	S87	SHR	AQH	CUME
1. WQRC-F	63/20.7	20.5	23.3	548	34.4	31.9	37.1	12.4	34	303
2. WKPE-F	27/ 8.9	7.2	8.4	366	22.9	20.1	19.6	10.9	30	361
WPXC-F	27/ 8.9	12.1	8.4	345	21.6	20.9	16.9	17.9	49	291
4. WCIB-F	25/ 8.2	6.4	2.3	283	17.7	15.7	15.1	3.3	9	125
5. WFCC-F	17/ 5.6	4.9	3.4	219	13.7	8.9	9.0	4.4	12	157
6. WCOD-F	15/ 4.9	4.5	8.4	280	17.6	14.4	21.0	3.3	9	275
7. WPLM-F	13/ 4.3	4.2	2.7	177	11.1	14.4	12.5	2.2	6	154
8. WNTX-F	12/ 3.9	2.7	2.3	159	10.0	6.4	6.3	5.1	14	146
9. WOCB-F	9/ 3.0	3.4	1.1	49	9.3	10.8	5.9	2.2	6	111
WHJY-F	9/ 3.0	.8	3.8	70	4.4	6.9	8.1	2.6	7	137
WRKO	9/ 3.0	3.8	5.3	148	9.3	8.5	11.5	5.5	15	184

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WQRC-F >>	1. WQRC-F >	1. WQRC-F >	1. WQRC-F >
2. WKPE-F >	2. WCIB-F	2. WKPE-F	2. WOCB-F
3. WCIB-F <	3. WPXC-F	3. WCIB-F <	3. WPXC-F
4. WPXC-F	4. WKPE-F	4. WPXC-F	4. WKPE-F
5. WCOD-F	5. WFCC-F	5. WCOD-F	5. WFCC-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WPXC-F	1. WPXC-F	1. WQRC-F >>
2. WCIB-F >	2. WCIB-F	2. WCIB-F
3. WKPE-F	3. WCOD-F	3. WFCC-F
4. WCOD-F	4. WKPE-F	WKPE-F
5.	WQRC-F	5. WCOD-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFAL-F	101.1	Falmouth	2.0/9.3
WMNY-F	92.7	Tisbury	2.3/3.9
WBCN-F	104.1	Boston	2.3/7.0
WBZ	1030	Boston	.3/3.7
WCRB-F	102.5	Waltham	.7/3.3
WEEI	590	Boston	1.0/6.6
WJIB-F	96.9	Boston	.3/4.4
WMYS-F	98.1	New Bedford	1.3/4.6
WPLM	1390	Plymouth	1.3/2.9

RADIO STATIONS

WCIB-F,	101.9,	50 KW @ 280, AC	ABC-D,	$ 29.00 (Katz)	Justice	(FALMOUTH)	B. Frisch
WCOD-F,	106.1,	50 KW @ 445, AC	APR,	$ 40.00 (Banner)	Taylor	(HYANNIS)	B. McCarthy
WFCC-F,	107.5,	50 KW @ 341, CLASSICAL	APR,	$ N/A (Concert Music)		(CHATHAM)	---
WKPE-F,	104.7,	50 KW @ 504, CHR	,	$ 40.00 (Mc-Guild)	Roth	(ORLEANS)	D. Weinfeld
WMVY-F,	92.7,	3 KW @ 300, AOR	APR,	$ 24.00 (---)		(TISBURY)	D. Ray
WNTX-F,	96.3,	50 KW @ 405, OLDIES	,	$ N/A (Torbet)		(NANTUCKET)	L. Dehaan
WOCB-F,	94.9,	50 KW @ 245, EZ	SUN, TALKNT,	$ 30.00 (---)		(W.YARMOUTH)	C. Dunn
WPXC-F,	102.9,	3 KW @ 328, AOR	,	$ 34.00 (---)		(HYANNIS)	A. Makkay
WQRC-F,	99.9,	50 KW @ 445, EZ	UPI,	$ 48.00 (Christal)		(BARNSTABLE)	G. Lombardi

Other ranked stations -- See Providence or Boston in Spring 1989 edition of American Radio

CAPE MAY, NJ

MSA Rank/Pop: NA
ARB Rank/Pop: 239/85,100
Market TSL: 27.75
Average Person Ratings: 21.2

Diaries: 244/349:1
Sample Target: 250
% Below Line: 29.4
% Not Listed: 28.9

Retail $: .92 Bil
FM Share: 78.13%
Stations: 18/7

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. WZXL-F	23/12.8	15.6	16.4	229	26.9	25.0	22.4
2. WCMC	14/ 7.8	4.1	2.0	125	14.7	11.1	8.4
WKTU-F	14/ 7.8	2.7	2.0	122	14.3	7.0	8.3
4. WBNJ-F	11/ 6.1	10.9	5.9	113	13.3	19.2	14.7
5. WFPG-F	10/ 5.6	8.2	4.6	110	12.9	13.0	15.1
6. WBSS-F	9/ 5.0	2.7	--	119	14.0	7.8	--
7. WMGM-F	8/ 4.4	2.7	4.6	150	17.6	13.1	15.5
WMID	8/ 4.4	2.0	9.2	68	8.0	8.1	12.9
9. WWOC-F	7/ 3.9	10.2	13.2	115	13.5	21.0	19.1
10. WMMR-F	6/ 3.3	4.1	5.9	115	13.5	8.7	16.1

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WZXL-F <	1. WZXL-F >	1. WZXL-F >>	1. WBSS-F
2. WCMC >	2. WCMC	2. WKTU-F	2. WBNJ-F
3. WWOC-F	WKTU-F	3. WBNJ-F	WKTU-F
WMGM-F	4. WFPG-F	4. WFPG-F	4. WZXL-F
5. WFPG-F	5. WBNJ-F	5. WCMC	5. WCMC

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WZXL-F >>	1. WZXL-F	1. WBNJ-F >>
2. WKTU-F >	2. WKTU-F >>	2. WCMC
3. WMMR-F >	3. WBNJ-F	WKTU-F
4. WMGM-F	4.	WFPG-F
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WSJL-F	102.3	Cape May	1.1/3.6
WSLT-F	106.3	Ocean City	2.2/9.4
KYW	1060	Philadelphia	1.7/6.5
WAYV-F	95.1	Atlantic City	1.1/5.4
WCAU	1210	Philadelphia	1.7/7.2
WDSD-F	94.7	Dover	.6/4.8
WRDR-F	104.9	Egg Harbor	.6/7.5
WWDB-F	96.5	Philadelphia	1.1/4.0

RADIO STATIONS

WCMC, 1230, 1 KW, NOSTALGIA	SMN, $ 10.00 (Durpetti)	(WILDWOOD)	J. Gallagher
WBNJ-F, 105.5, 3 KW @ 300, AC	, $ 19.00 (K & P)	(COURT MAY)	M. Strauss
WKTU-F, 98.3, 3 KW @ 326, AC	, $ 16.00 (Roslin)	(OCEAN CITY)	B. Law
WWOC-F, 94.3, 3 KW @ 300, EZ	APR, $ 15.00 (---)	(AVALON)	P. Sullivan
WZXL-F, 100.7, 38 KW @ 330, CHR	, $ 26.00 (Durpetti)	(WILDWOOD)	R. Martin

Other ranked stations -- See Philadelphia or Atlantic City in Spring 1989 edition of American Radio

CHARLOTTESVILLE, VA

MSA Rank/Pop: 288/124,600
ARB Rank/Pop: 220/107,800
Market TSL: 18.5
Average Person Ratings: 13.9

Diaries: 343/314:1
Sample Target: 290
% Below Line: 4.0
% Not Listed: 26.7

Retail $: 1.11 Bil
FM Share: 70.0%
Stations: 12/9

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87	BIRCH SHR	AQH	CUME
1. WWWV-F	25/16.7	16.3	18.5	354	32.8	28.7	36.4	17.6	26	398
2. WUVA-F	24/16.0	12.6	3.1	359	33.3	25.2	15.8	13.5	20	290
3. WINA	18/12.0	17.8	16.9	275	25.5	27.3	29.4	22.3	33	366
4. WQMZ-F	12/ 8.0	6.7	11.5	169	15.7	13.8	16.4	6.1	9	81
5. WKAV	9/ 6.0	7.4	8.5	121	11.2	12.1	10.7	4.1	6	98
6. WJLT-F	7/ 4.7	4.4	3.1	127	11.8	13.6	11.1	4.1	6	145
7. WCHV	6/ 4.0	6.7	6.2	157	14.6	11.3	18.5	4.1	6	149

12+ AMD

1. WINA
   WWWV-F
3. WUVA-F >>
4. WQMZ-F
5. WKAV

12+ MID

1. WWWV-F >
2. WUVA-F >
3. WINA
4. WQMZ-F
5. WKVA

12+ PMD

1. WUVA-F
2. WWWV-F >>
3. WQMZ-F
4. WJLT-F
5.

12+ EVE

1. WINA >
2. WUVA-F >
3. WWWV-F
4.
5.

ADULTS 18-34

1. WWWV-F
2. WUVA-F >>
3. WINA
   WJLT-F
5.

ADULTS 25-54

1. WWWV-F
2. WINA >
3. WUVA-F
4. WQMZ-F
5.

ADULTS 35-64

1. WINA >
2. WKAV
3. WWWV-F
4. WQMZ-F
5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WJLT	810	Crozet	--/0.6
WLSA-F	105.5	Louisa	2.0/4.9
WQPO-F	100.7	Harrisburg	.7/5.8
WRVQ-F	94.5	Richmond	1.3/6.8
WTVR-F	98.1	Richmond	2.0/3.5

RADIO STATIONS

WCHV, 1260, 5 KW/2.5 KW (DA-2) , MOR ABC-D, $ 18.00 (Republic) Eure B. Eure
WINA, 1070, 5 KW (DA-N) , ?? CBS, $ 21.00 (Market 4) C. Rosse
WKAV, 1400, 1 KW , COUNTRY MBS, $ 12.00 (---) ---

WJLT-F, 102.3, 2 KW @ 360, AC NBC, $ 18.00 (Savalli) (CROZET) J. Elting
WQMZ-F, 95.1, 3 KW @ 145, EZ CBS, $ 16.00 (Market 4) C. Rosse
WUVA-F, 92.7, 2 KW @ 900, AOR (?) SOURCE, $ 15.00 (---) D. Wilson
WWWV-F, 97.5, 50 KW @ 450, CHR , $ 35.00 (Republi[illegible] Eure B. Eure

CHEYENNE, WY

MSA Rank/Pop: 345/72,600
ARB Rank/Pop: 257/60,000
Market TSL: 22.5
Average Person Ratings: 16.8

Diaries: 277/217:1
Sample Target: 250
% Below Line: 5.0
% Not Listed: 19.8

Retail $: .56 Bil
FM Share: 66.67%
Stations: 13/9

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. KFBQ-F	23/22.8	22.0	20.8	256	42.7	33.9	38.8
2. KUUY	14/13.9	16.5	9.4	119	19.8	24.5	19.4
3. KLEN-F	12/11.9	17.6	11.5	116	19.3	25.5	17.4
4. KKAZ-F	8/ 7.9	4.4	16.7	111	18.5	22.0	32.5
5. KRAE	7/ 6.9	5.5	3.1	81	13.5	13.5	7.6
6. KFBC	4/ 4.0	7.7	11.5	65	10.8	21.1	19.7
KRQU-F	4/ 4.0	1.1	6.3	55	9.2	9.2	13.1
8. KCGY-F	3/ 3.0	3.3	3.1	87	14.5	11.3	11.9
KXKL-F	3/ 3.0	4.4	---	69	11.5	9.3	---

12+ AMD

1. KFBQ-F
2. KUUY >
3. KKAZ-F
4. KRAE
5. KLEN-F

12+ MID

1. KFBQ-F
2. KUUY
3. KKAZ-F
   KLEN-F
5. KRAE

12+ PMD

1. KFBQ-F >
2. KLEN-F
3. KUUY >
4. KKAZ-F
5. KRAE

12+ EVE

1. KFBQ-F >>
2. KCGY-F
   KLEN-F
4.
5.

ADULTS 18-34

1. KFBQ-F >>
2. KKAZ-F >
3. KRAE
   KRQU-F
5.

ADULTS 25-54

1. KFBQ-F >>
2. KKAZ-F
   KUUY
4. KLEN-F
   KRAE

ADULTS 35-64

1. KUUY >>
2. KLEN-F >
3. KFBQ-F
4. KRAE
5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KSHY	1370	Cheyenne	1.0/3.8
KOA	850	Denver	1.0/6.3
KSQI-F	96.1	Greeley	1.0/5.0
KXKL	1280	Denver	-- / .5

RADIO STATIONS

KFBC, 1240, 1 KW	, MOR/AC	ABC-I, $ 13.00 (Eastman)		J. Shideler
KRAE, 1480, 1 KW/67 W	, NOST/OLDIES	CBS, SMN, $ 9.00 (---)		T. Bauman
KUUY, 650, 8 KW/500W (DA-N)	, COUNTRY	NBC, $ 15.00 (Torbet)		R. Liljedahl
KCGY-F, 95.1, 100 KW @ 1070	, COUNTRY	SMN, $ 14.00 (Keystone)	Gowdy (LARAMIE)	A. Hoefer
KFBQ-F, 97.9, 100 KW @ 580	, CHR	ABC-E, $ 18.00 (Eastman)		J. Shideler
KKAZ-F, 100.7, 100 KW @ 490	, AC	RADRAD, $ 13.00 (Torbet)		R. Liljedahl
KLEN-F, 106.3, 3 KW @ -4	, EZ	, $ 11.00 (Republic)		P. Noble
KRQU-F, 102.9, 100 KW @ 1221	, AOR	SOURCE, $ 12.00 (---)	(LARAMIE)	K. Krywanek

CHICO, CA

MSA Rank/Pop: 223/174,000
ARB Rank/Pop: 184/153,000
Market TSL: 22.25
Average Person Ratings: 16.3

Diaries: 423/362:1
Sample Target: 330
% Below Line: 18.9
% Not Listed: 17.7

Retail $: 1.08 Bil
FM Share: 75.12%
Stations: 23/13

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. KFMF-F	33/13.3	11.2	16.4	--	6.7	332	21.7	24.3	13.1
2. KRFD-F	21/ 8.4	4.5	10.8	--	7.6	342	22.4	23.0	20.1
3. KPAY-F	15/ 6.0	4.9	4.3	--	9.3	306	20.0	14.3	21.7
4. KCEZ-F	14/ 5.6	6.3	3.9	--	3.1	242	15.8	8.0	--
KGO	14/ 5.6	3.1	1.3	--	3.6	122	8.0	3.5	7.2
6. KFBK	13/ 5.2	7.1	5.6	--	1.8	181	11.8	9.6	7.6
7. KALF-F	12/ 4.8	6.3	7.8	--	6.2	170	11.1	16.3	11.6
8. KEWE-F	11/ 4.4	4.9	4.3	--	3.1	116	7.6	6.2	7.7
9. KNVR-F	10/ 4.0	5.8	6.9	--	6.7	261	17.1	16.5	17.7
KPAY	10/ 4.0	2.7	2.2	--	3.1	187	12.2	9.2	10.4
KRIJ-F	10/ 4.0	2.7	6.0	--	6.7	144	9.4	12.4	14.9
KTMX-F	10/ 4.0	1.8	.9	--	1.8	180	11.8	7.2	7.0
13. KHSL	9/ 3.6	8.5	4.7	--	8.9	191	12.5	10.9	14.8

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KFMF-F >	1. KFMF-F >	1. KFMF-F >	1. KRFD-F
2. KFBK	2. KCEZ-F <	2. KRFD-F	2. KGO
3. KRFD-F	3. KPAY-F	3. KCEZ-F	3. KFMF-F
4. KPAY	4. KRFD-F	KPAY-F	4. KTMX-F
5.	KFBK	KGO	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KFMF-F >>	1. KFMF-F >	1. KCEZ-F
2. KRFD-F >	2. KCEZ-F	KGO
3. KNVR-F	3. KPAY-F	3. KEWE-F
KPAY-F	4.	KFBK
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KKXX	930	Paradise	1.2/3.7
KRFD	1410	Marysville	-- / .9
KCTC-F	96.1	Sacramento	2.8/5.8
KNBR	680	San Francisco	.8/4.8
KNCQ-F	97.3	Redding	1.2/2.8
KRAK-F	105.1	Sacramento	.4/2.4
KSFM-F	102.5	Woodland	.4/4.6
KSHA-F	104.3	Redding	.8/2.4
KXOA-F	107.9	Sacramento	.4/2.2
KZAP-F	98.5	Sacramento	1.2/3.1

RADIO STATIONS

KHSL, 1270,	5 KW (DA-N)	, COUNTRY	CBS,	$ 17.00 (Torbet)		D. Shore
KPAY, 1060,	10 KW (DA-2)	, MOR	MBS,	$ 14.00 (Katz)		M. Ivey
KALF-F, 95.7,	7 KW @ 1265,	COUNTRY	ABC D,	$ 20.00 (K & P)	(RED BLUFF)	G. Herron
KCEZ-F, 100.7,	50 KW @ 290,	OLDIES	,	$ 17.00 (---)	(CORNING)	J. Caulfield
KEWE-F, 97.7,	3 KW @ 140,	NOST/OLDIES	ABC E,	$ 13.00 (Sandberg-Glen)	(OROVILLE)	V. Uecker
KFMF-F, 93.9,	2 KW @ 360,	AOR	,	$ 28.00 (Torbet)	Fuller-Jeffrey	J. Kragel
KNVR-F, 96.7,	3 KW @ 285,	AC	,	$ 16.00 (Republic)		R. Cheal
KPAY-F, 95.1,	8 KW @ 1170,	EZ	,	$ 17.00 (Katz)		M. Ivey
KRFD-F, 99.9,	2 KW @ 2000,	CHR	SOURCE,	$ 18.00 (Mc-Guild)	(MARYSVILLE)	J. Leary
KRIJ-F, 92.7,	3 KW @ 285,	CHR	SMN,	$ 16.00 (Gillis)	(PARADISE)	E. Kelly
KTMX-F, 107.5,	28 KW @ 600,	??	,	$ 10.00 (---)	(COLUSA)	F. Gainis

COLUMBIA, MO

MSA Rank/Pop: 314/108,400	Diaries: 257/370:1	Retail $: .59 Bil
ARB Rank/Pop: 235/95,000	Sample Target: 270	FM Share: 90.40%
Market TSL: 22.5	% Below Line: 13.21	Stations: 10/7
Average Person Ratings: 16.7	% Not Listed: 21.4	

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. KFMZ-F	33/20.8	21.8	22.0	350	36.8	35.6	39.3
2. KARO-F	31/19.5	19.7	13.4	328	34.5	29.1	31.3
3. KWWR-F	17/10.7	4.9	6.3	179	18.8	14.9	13.1
4. KCMQ-F	14/ 8.8	14.9	18.9	246	25.9	28.4	35.0
5. KTXY-F	13/ 8.2	2.8	.8	222	23.4	14.0	9.3
6. KFRU	9/ 5.7	11.3	10.2	154	16.2	27.5	24.4

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KFMZ-F	1. KARO-F	1. KFMZ-F >	1. KARO-F
2. KARO-F	2. KFMZ-F >	2. KARO-F >	KTXY-F <
3. KCMQ-F	3. KCMQ-F	3. KCMQ-F	3. KFMZ-F
KWWR-F <	4. KWWR-F	4. KTXY-F	4.
5. KFRU	5. KTXY-F	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KFMZ-F	1. KARO-F >	1. KARO-F >
2. KARO-F >>	2. KFMZ-F >	2. KWWR-F >>
3. KTXY-F	3. KWWR-F	3.
4. KCMQ-F	4.	4.
5. KWWR-F	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KMFC-F	92.1	Centralia	.6/3.7
KTGR	1580	Columbia	1.9/8.2
KJMO-F	100.1	Jefferson City	.6/6.0
KRES-F	104.7	Moberly	1.9/8.5

RADIO STATIONS

KFRU, 1400, 1 KW , TALK	ABC, $ 17.00 (---)		B. Weaver
KARO-F, 101.7, 3 KW @ 300, AC	, $ N/A (Roslin)		D. Baugher
KCMQ-F, 96.7, 3 KW @ 150, CHR	ABC-F, $ 23.00 (---)		R. Peterson
KFMZ-F, 98.3 2.6 KW @ 350, AOR	ABC-R, $ 29.00 (Christal)	Contemp Media	S. Boltz
KTXY-F, 106.9, 100 KW @ 600, CONTEMP	, $ 14.00 (Mc-Guild)	(JEFF. CITY)	T. Thies
KWWR-F, 95.7, 100 KW @ 992, COUNTRY	MBS, $ 15.00 (---)	(MEXICO)	J. Johnson

DANBURY, CT

MSA Rank/Pop: 208/191,300
ARB Rank/Pop: 173/166,700
Market TSL: 22.75
Average Person Ratings: 17.5

Diaries: 346/482:1
Sample Target: 350
% Below Line: 50.3
% Not Listed: 13.7

Retail $: 1.7 Bil (est)
FM Share: 68.25%
Stations: 24/5

12+ METRO	1/4/SHARE	FALL 88	SPG 88	FALL 87	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. WRKI-F	39/13.4	11.0	11.3	11.7	12.2	483	29.0	23.9	23.6
2. WKCI-F	38/13.0	6.0	9.8	8.1	10.1	417	25.0	21.1	24.2
3. WLAD	24/ 8.2	11.6	10.2	8.1	7.6	332	19.9	23.9	21.6
4. WEZN-F	23/ 7.9	8.0	5.3	7.0	8.0	349	20.9	13.2	19.1
5. WDAQ-F	21/ 7.2	8.3	11.3	12.8	8.4	310	18.6	22.6	20.0
6. WREF	13/ 4.5	2.0	7.2	5.1	2.5	153	9.2	7.5	6.4
WEBE-F	13/ 4.5	4.3	5.7	4.8	5.5	203	12.2	15.6	11.4
8. WCBS	11/ 3.8	4.7	3.8	3.7	3.4	279	16.7	15.4	16.7
9. WFAN	10/ 3.4	1.7	.8	.7	1.3	205	12.3	5.6	6.6
10. WOR	9/ 3.1	2.0	1.1	2.2	4.2	134	8.0	4.3	7.9

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WLAD	1. WRKI-F	1. WRKI-F	1. WKCI-F >
2. WRKI-F	2. WKCI-F	2. WKCI-F	2. WRKI-F >>
3. WKCI-F	3. WDAQ-F	3. WEBE-F <	3. WFAN
4. WEZN-F	4. WEZN-F	4. WDAQ-F	WSPK-F
5. WCBS	5. WLAD	5. WEZN-F	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WRKI-F >	1. WRKI-F >	1. WDAQ-F
2. WKCI-F	2. WDAQ-F	2. WEZN-F
3.	WKCI-F	3. WLAD >
4.	4. WLAD	4. WRKI-F
5.	WEZN-F	WCBS

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WINE	940	Brookfield	2.7/9.5
WABC	770	New York	1.7/7.0
WCBS-F	101.1	New York	.3/2.9
WDRC-F	102.9	Hartford	2.4/6.9
WHUD-F	100.7	Peekskill	1.4/4.8
WNEW-F	102.7	New York	.3/2.6
WPLJ-F	95.5	New York	.3/2.7
WPLR-F	99.1	New Haven	1.0/5.9
WQCD-F	101.9	New York	1.0/2.4
WQHT-F	97.1	New York	.3/3.6
WSPK-F	104.7	Poughkeepsie	1.4/4.6
WWYZ-F	92.5	Waterbury/Hrtfd	1.7/3.4
WXRK-F	92.3	New York	2.4/4.7
WYNY-F	103.5	Lake Success/NY	.3/2.5

RADIO STATIONS

WINE, 940,	1 KW (DAYS)	, OLDIES	RADRAD, $ 25.00 (Eastman)	Home News		J. Fullam
WLAD, 800,	1 KW/287 W	, MOR	SUN, $ N/A (Durpetti)			I. Goldstein
WREF, 850,	1 KW (DAYS)	, MOR/NOST	, $ 18.00 (Eastman)		(RIDGEFIELD)	M. Fray
WDAQ-F, 98.3,	1.3 KW @ 460,	AC	, $ N/A (Durpetti)			I. Goldstein
WRKI-F, 95.1,	50 KW @ 500,	CHR	, $ 75.00 (Eastman)	Home News		J. Fullam

Other ranked stations -- See New York, New Haven or Bridgeport in Spring 1989 edition of American Radio

DANVILLE, IL

MSA Rank/Pop: NA
ARB Rank/Pop: 248/74,600
Market TSL: 20.25
Average Person Ratings: 14.7

Diaries: 317/235:1
Sample Target: 260
% Below Line: 19.1
% Not Listed: 20.9

Retail $: .64 Bil
FM Share: 78.16%
Stations: 13/6

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. WDNL-F	26/23.6	20.4	20.4	285	38.2	44.5	43.2
2. WIAI-F	20/18.2	23.0	18.4	233	31.2	31.5	30.2
3. WLRW-F	9/ 8.2	6.2	3.1	119	16.0	14.2	12.9
4. WITY	7/ 6.4	6.2	8.2	139	18.6	14.4	23.5
5. WDAN	6/ 5.5	4.4	8.2	97	13.0	12.1	16.3
6. WCDV-F	5/ 4.5	6.2	4.1	82	11.0	11.2	9.0
WGN	5/ 4.5	1.8	3.1	77	10.3	6.2	10.6
8. WHMS-F	3/ 2.7	5.3	4.1	74	9.9	9.1	13.6

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WDNL-F	1. WDNL-F	1. WDNL-F	1. WDNL-F >
2. WIAI-F >	2. WIAI-F >>	2. WIAI-F	2. WIAI-F WLRW-F >>
3. WITY	3. WDAN	3. WLRW-F	
4.	4. WITY	4.	4. WDAN
5.	5. WLRW-F	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WDNL-F >>	1. WDNL-F >>	1. WIAI-F >>
2. WLRW-F >>	2. WIAI-F >	2. WDNL-F
3. WIAI-F	3. WLWR-F	3.
4.	4. WCDV-F	4.
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WACF-F	98.5	Paris	.9/ 4.7
WAZY-F	96.5	Lafayette	.9/10.1
WLS	890	Chicago	.9/ 7.9
WZZQ-F	107.5	Terre Haute	.9/ 6.4

RADIO STATIONS

WDAN,	1490,	1 KW	, COUNTRY	US 2, $ 18.00 (Roslin)		D. Quick
WITY,	980,	1 KW (DA-2)	, MOR	ABC-I, $ 18.00 (Unirep)		A. Thomann
WCDV-F,	103.1,	3 KW @ 300,	OLDIES	, $ 11.00 (---)	(COVINGTON)	R. Weatherford
WDNL-F,	102.1,	50 KW @ 380,	CHR	US 1, $ 28.00 (Roslin)		D. Quick
WHPO-F,	101.1,	3 KW @ 295,	COUNTRY	, $ 8.00 (Keystone)	(HOPESTOWN)	R. Stipp
WIAI-F,	99.1,	50 KW @ 500,	COUNTRY	UPI, NBC, $ 30.00 (HNWH)		D. Foley

DOTHAN, AL

MSA Rank/Pop: 271/132,200	Diaries: 272/392:1	Retail $: .91 Bil
ARB Rank/Pop: 221/106,600	Sample Target: 290	FM Share: 92.86%
Market TSL: 25.5	% Below Line: 12.2	Stations: 9/7
Average Person Ratings: 18.5	% Not Listed: 14.7	

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. WTVY-F	44/22.3	25.6	25.5	311	29.2	35.6	40.5
2. WKMX-F	40/20.3	22.4	23.0	416	39.0	36.2	40.0
3. WOOF-F	25/12.7	13.5	6.8	345	32.4	22.7	25.0
4. WZHT-F	21/10.7	3.2	1.9	139	13.0	9.1	7.8
5. WNER-F	12/ 6.1	11.5	21.7	131	12.3	21.0	18.8
6. WLHQ-F	11/ 5.6	8.3	4.3	222	20.8	21.3	16.9

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WTVY-F	1. WTVY-F	1. WTVY-F	1. WKMX-F
2. WKMX-F >	2. WKMX-F >	2. WKMX-F >	2. WTVY-F
3. WOOF-F >>	3. WOOF-F	3. WOOF-F	3. WZHT-F
4. WZHT-F	4. WZHT-F	4. WZHT-F	4. WLHQ-F
5.	5.	5. WLHQ-F	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WKMX-F >>	1. WTVY-F	1. WTVY-F >>
2. WZHT-F >	2. WKMX-F	2. WOOF-F >>
3. WOOF-F >>	3. WOOF-F >	3. WKMX-F
4. WLHQ-F WTVY-F	4. WZHT-F	4.
	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WOZK	900	Ozark	1.5/4.1
WFSY-F	98.5	Panama City	1.5/3.8

RADIO STATIONS

WOOF ,	560,	5 KW/117W ,	Black/Gospel	MBS,	$ 8.00	(Roslin)		A. Simpson
WKMX-F,	106.7,	100 KW @ 1119,	Contemp	ABC C,	NA	(HNWH)	(ENTERPRISE)	T. Duffie
WLHQ-F,	96.9,	100 KW @ 300,	CHR		$18.00	(---)	(ENTERPRISE)	B. Price
WNER-F,	103.9,	3 KW @ 330,	Black		$11.00	(---)	(OZARK)	W. Morgan
WOOF-F,	99.7,	100 KW @ 1021,	AC	MBS,	$18.00	(Roslin)		A. Simpson
WTVY-F,	95.5,	100 KW @ 1078,	Country	ABC D,	$22.00	(Mc-Guild)		C. Woods

WZHT - See Montgomery in Spring 89 edition

DUBUQUE, IA

MSA Rank/Pop: 328/90,100
ARB Rank/Pop: 193/134,900
Market TSL: 26.0
Average Person Ratings: 20.0

Diaries: 363/372:1
Sample Target: 340
% Below Line: 11.5
% Not Listed: 19.3

Retail $: .56 Bil
FM Share: 63.75%
Stations: 23/10

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87	B I R C H SHR	AQH	CUME
1. KATF-F	45/16.7	19.0	16.0	491	36.4	37.5	35.2	17.4	21	266
2. KLYV-F	34/12.6	21.0	21.3	468	34.7	33.4	37.7	19.0	23	298
3. KDTH	32/11.9	13.9	16.4	362	26.8	29.4	32.4	24.0	29	303
4. KDFX-F	23/ 8.5	9.5	7.8	257	19.1	16.0	18.1	9.1	11	157
5. WDBQ	17/ 6.3	7.1	9.4	253	18.8	20.0	22.8	15.7	19	185
6. WGLR	16/ 5.9	2.8	2.9	143	10.6	5.6	6.4	--	--	--
7. WAXL-F	12/ 4.4	1.2	.4	119	8.8	4.9	5.1	--	--	17
8. WMT	9/ 3.3	2.8	2.0	159	11.8	8.7	6.8	2.5	3	71

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KDTH	1. KATF-F >	1. KATF-F	1. KATF-F
2. KATF-F	2. KDTH <	2. KLYV-F >	2. KLYV-F
3. KLYV-F >	3. KLYV-F	3. KDFX-F	3. KDFX-F
4. WGLR	4. KDFX-F	4. KDTH	4.
5. KDFX-F	5. WDBQ	5. WDBQ	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KAFT-F <	1. KATF-F >>	1. KATF-F
2. KDFX-F <	2. KDFX-F	2. KDTH >>
3. KLYV-F >>	KDTH	3. WAXL-F
4.	4. KLYV-F	WGLR
5.	5.	5. WDBQ

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WJOD-F	107.5	Galena	1.9/6.8
WKPL-F	107.1	Plattesville	.4/3.3
WTOQ	1590	Plattesville	.7/6.2
KFMW-F	107.9	Waterloo	1 9/4.4
KHAK	1360	Cedar Rapids	0/ .7
KHAK-F	98.1	Cedard Rapids	.7/2.7
KOEL-F	92.3	Oelwein	1.5/3.9
KOKZ-F	105.7	Waterloo	.7/3.5
WEKZ-F	93.7	Monroe	.7/3.1
WGN	720	Chicago	.4/3.1
WIZM-F	93.3	La Crosse	.4/3.8
WLLR-F	101.3	E. Monroe	.4/3.3
WMAQ	670	Chicago	.4/2.4
WOLX-F	94.9	Barbaboo	.7/2.7
WTSO	1070	Madison	.4/3.7

RADIO STATIONS

KDTH, 1370, 5 KW (DA-N), MOR	MBS, CBS, $ 18.00 (Eastman)	Woodward	J. Hafemeyer
WDBQ, 1490, 1 KW, AC	ABC-D, $ 14.00 (Banner)	Comm. Prop.	K. Kelly
KATF-F, 92.9, 100 KW @ 450, AC	US 1, $ 18.00 (Eastman)	Woodward	J. Hafkemeyer
KDFX-F, 102.3, 1.6 KW @ 410, CLASSIC AOR	US 2, $ 16.00 (Eastman)	Target	S. Buchanan
KLYV-F, 105.3, 50 KW @ 340, CHR	, $ 23.00 (Banner)	Comm. Prop.	K. Kelly
WAXL-F, 97.7, 3 KW @ 235, COUNTRY	ABC-E, $ 8.00 (---)	(LANCASTER, IA)	J. Zimmerman

WMT - See Cedar Rapids in Spring 1989 edition of American Radio

EAU CLAIRE, WI

MSA Rank/Pop: 261/138,300
ARB Rank/Pop: 210/115,000
Market TSL: 26.0
Average Person Ratings: 19.9

Diaries: 345/333:1
Sample Target: 300
% Below Line: 3.5
% Not Listed: 10.0

Retail $: 1.04 Bil
FM Share: 84.47%
Stations: 12/10

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. WAXX-F	68/29.7	27.9	27.4	512	44.5	41.0	39.8
2. WIAL-F	48/21.0	20.5	19.4	520	45.2	38.2	37.8
3. WBIZ-F	33/14.4	13.7	17.1	428	37.2	37.4	32.5
4. WEAQ	11/ 4.8	5.8	8.6	151	13.1	15.3	15.9
5. WCFW-F	10/ 4.4	6.8	4.0	119	10.3	15.1	8.4
6. WAYY	9/ 3.9	4.2	9.1	123	10.7	10.3	14.4
7. WWIB-F	8/ 3.5	2.6	5.1	99	8.6	7.7	10.6

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WAXX-F >>	1. WAXX-F >	1. WAXX-F	1. WIAL-F
2. WIAL-F >>	2. WIAL-F	WIAL-F >>	2. WAXX-F >
3. WBIZ-F	3. WBIZ-F	3. WBIZ-F	3. WBIZ-F
4.	4.	4.	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WIAL-F >>	1. WAXX-F >>	1. WAXX-F >>
2. WBIZ-F >	2. WIAL-F <	2.
3. WAXX-F	3. WBIZ-F	3.
4.	4.	4.
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEUZ	1400	Eau Claire	3.1/11.0
WISM	1050	Eau Claire	.9/ 2.5
WOGO	680	Hallie	.9/ 2.5
KJJO-F	326	St. Louis Park	3.1/5.9
WCCO	830	Minneapolis	.4/3.0

RADIO STATIONS

WAYY, 1150, 5 KW (DAYS)	, MOR/OLDIES	ABC-I,	$ 15.00 (Katz)		K. Jones
WEAQ, 790, 5 KW (DA-N)	, COUNTRY	CNN, TRNSTR,	$ 12.00 (---)		S. Dickoff
WAXX-F, 104.5, 100 KW @ 1830,	COUNTRY	ABC-I,	$ 60.00 (Katz)		D. Nelson
WBIZ-F, 100.7, 100 KW @ 792,	CHR	,	$ 30.00 (Christal)		M. Dorn
WCFW-F, 105.5, 3 KW @ 300,	MOR	APR,	$ 10.00 (---)	(CHIPPEWA FALLS)	R. Bushland
WIAL-F, 94.1, 84 KW @ 351,	AC	,	$ 21.00 (---)		S. Dickoff
WWIB-F, 103.7, 100 KW @ 708,	RELIG/MOR	UPI,	$ 10.00 (---)	(LADYSMITH)	W. Steward

FAYETTEVILLE - SPRINGDALE, AR

MSA Rank/Pop: 313/109,800
ARB Rank/Pop: 171/172,300
Market TSL: 20.5
Average Person Ratings: 15.6

Diaries: 403/427:1
Sample Target: 370
% Below Line: 2.6
% Not Listed: 13.1

Retail $: .73 Bil
FM Share: 81.55%
Stations: 20/16

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. KKIX-F	65/24.3	25.4	19.4	549	31.9	36.6	28.4
2. KKEG-F	33/12.3	12.3	11.9	451	26.2	18.1	22.1
3. KAMO-F	28/10.4	9.6	8.7	346	20.1	15.6	11.8
4. KCIZ-F	24/ 9.0	8.8	11.1	367	21.3	19.6	28.1
5. KEZA-F	18/ 6.7	7.7	13.9	295	17.1	18.5	25.5
6. KJEM	15/ 5.6	---	---	115	6.7	---	---
7. KMCK-F	11/ 4.1	11.2	12.7	322	18.7	23.3	26.6
KURM	11/ 4.1	3.8	.8	182	10.6	12.0	7.1
9. KUOA	6/ 2.2	2.3	1.6	78	4.5	3.8	2.1
10. KFAY	5/ 1.9	2.3	4.8	114	6.6	10.8	8.6

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KKIX-F >>	1. KKIX-F >>	1. KKIX-F >	1. KKEG-F <
2. KAMO-F	2. KKEG-F >	2. KKEG-F >	2. KKIX-F
KKEG-F >	3. KAMO-F	3. KCIZ-F <	3. KCIZ-F
4. KCIZ-F	4. KCIZ-F	4. KAMO-F	4. KAMO-F
5. KEZA-F	5. KEZA-F	5. KEZA-F	5. KEZA-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KKEG-F	1. KKIX-F >>	1. KKIX-F >>
2. KKIX-F >	2. KAMO-F	2. KAMO-F >>
3. KCIZ-F >	KKEG-F >	3. KCIZ-F
4. KAMO-F	4. KCIZ-F	4. KEZA-F
KEZA-F	5. KEZA-F	KKEG-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAMO	1390	Rogers	.7/2.7
KBCV-F	98.3	Bentonville	1.5/5.0
KBRS	1340	Springdale	.4/6.3
KFAY-F	1030	Farmington	--/2.0
KOFC	1250	Fayetteville	.7/3.1
KQXK	1590	Springdale	.4/3.5
KISR-F	93.7	Fort Smith	.7/3.9
KSYN-F	92.5	Joplin	.4/3.8
KVLT-F	106.1	Owasso	1.1/3.7
KZBB-F	97.9	Poteau	.4/2.7

RADIO STATIONS

KJEM, 1190, 2.5 KW (DAYS) , COUNTRY , $ 10.00 (---) (BENTONVILLE) E. Moody
KUOA, 1290, 5 KW (DAYS) , COUNTRY APR, $ 9.00 (---) (SILOAM SPRINGS) C. McQuay
KURM, 790, 5 KW/500 W (DA-N), VARIETY NBC, $ 7.00 (---) (ROGERS) S. Womack

KAMO-F, 94.3, 3 KW @ 310, COUNTRY ABC-E, $ 9.00 (---) (ROGERS) H. Graves
KCIZ-F, 104.9, 3 KW @ 289, CHR ,-$ 14.00 (Banner) (SPRINGDALE) D. Hargrove
KEZA-F, 107.9, 100 KW @ 1259, EZ MBS, $ 25.00 (Christal) ---
KKEG-F, 92.1, 3 KW @ 300, AC (?) APR, $ 20.00 (Republic) B. Hash
KKIX-F, 103.9, 800 KW @ 550, COUNTRY , $ 40.00 (Katz) D. Whitman
KMCK-F, 105.7, 100 KW @ 415, CONTEMP , $ 18.00 (K & P) (SILOAM SPRINGS) J. Smith

FLORENCE, SC

MSA Rank/Pop: 301/117,900
ARB Rank/Pop: 232/97,400
Market TSL: 20.75
Average Person Ratings: 15.5

Diaries: 293/332:1
Sample Target: 280
% Below Line: 29.8
% Not Listed: 16.6

Retail $: .80 Bil
FM Share: 80.16%
Stations: 20/10

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87	BIRCH SHR	AQH	CUME
1. WHLZ-F	30/19.9	14.9	---	226	23.2	19.7	---	12.5	23	218
2. WWDM-F	17/11.3	20.5	---	230	23.6	28.9	---	15.2	28	308
3. WJMX-F	14/ 9.3	10.6	---	185	19.0	22.3	---	14.1	26	297
4. WYNN	13/ 8.6	9.9	---	186	19.1	23.6	---	9.8	18	202
5. WYNN-F	10/ 6.6	---	---	154	15.8	---	---	8.7	16	200
6. WZNS-F	9/ 6.0	4.3	---	142	14.6	13.4	---	3.8	7	94
7. WJMX	8/ 5.3	1.9	---	185	10.7	8.3	---	1.6	3	135

12+ AMD

1. WHLZ-F >>
2. WWDM-F
3. WJMX
WJMX-F
5. WYNN

12+ MID

1. WHLZ-F >
2. WYNN
3. WJMX-F
4. WWDM-F
5. WZNS-F

12+ PMD

1. WHLZ-F >
2. WJMX-F
3. WWDM-F
4. WYNN
5. WYNN-F
WZNS-F

12+ EVE

1. WHLZ-F
WWDM-F >
3. WJMX-F
WYNN-F
5.

ADULTS 18-34

1. WWDM-F >>
2. WJMX-F
WYNN-F
4. WHKZ-F
5.

ADULTS 25-54

1. WHLZ-F >>
2. WWDM-F
WZNS-F
4. WYNN
5.

ADULTS 35-64

1. WHLZ-F >>
2. WZNS-F >
3. WJMX-F
WYNN
5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDAR	1350	Darlington	.7/ 1.5
WMMG-F	105.5	Darlington	1.3/10.5
WJOT	1260	Lake City	.7/ 4.3
WOLS	1230	Florence	1.3/ 6.4
WYMB	1410	Manning	-- / .3
WBPR-F	97.7	Georgetown	.7/ 4.1
WCIG-F	107.1	Mullins	.7/ 7.9
WKQB-F	107.5	St. George	1.3/ 6.1
WNOK-F	104.7	Columbia	1.3/ 5.4
WTCB-F	106.7	Orangeburg	.7/ 4.1
WWKT-F	98.3	Kingstree	1.3/ 4.4
WWPD-F	94.3	Marion	2.6/ 6.9

RADIO STATIONS

WJMX, 970,	5 KW/3 KW (DA-2)	, MOR/AC	APR, TRNSTR, $ N/A	(Mc-Guild)		H. Miller
WYNN, 540,	250W/166W	, GOSPEL	SBN, $ 10.00	(Dora-Clayton)		J. Maurer
WJMX-F, 103.3,	44 KW @ 500,	CHR	APR, $ 20.00	(Mc-Guild)	(CHERAW)	H. Miller
WHLZ-F, 92.5,	100 KW @ 12[illegible]7,	COUNTRY	, $ 19.00	(Mc-Guild)	(MANNING)	C. Roach
WYNN-F, 106.3,	3 KW @ 328,	BLACK	SBN, $ 14.00	(Southern Spot)		J. Maurer

WWDM -- See Columbia in Spring 1989 edition of American Radio

FT. MYERS, FL

MSA Rank/Pop: 152/300,800	Diaries: 428/616:1	Retail $: 2.33 Bil
ARB Rank/Pop: 133/263,800	Sample Target: 400	FM Share: 79.85%
Market TSL: 26.0	% Below Line: 8.4	Stations: 17/15
Average Person Ratings: 18.9	% Not Listed: 17.3	

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87	BIRCH SHR	AQH	CUME
1. WCVU-F	78/15.7	16.0	14.6	---	18.2	680	25.8	25.7	29.3	12.3	93	1144
2. WINK-F	54/10.8	12.4	18.8	---	10.6	685	26.0	30.3	22.2	14.0	106	1141
3. WRXK-F	49/ 9.8	12.1	12.4	---	10.2	464	17.6	18.0	15.5	11.0	83	731
4. WHEW-F	40/ 8.0	5.3	4.9	---	6.0	395	15.0	10.4	14.2	5.7	43	339
WIXI-F	40/ 8.0	5.9	7.3	---	2.3	263	10.0	7.3	5.0	3.8	29	381
6. WINK	24/ 4.8	5.7	4.9	---	6.9	271	10.3	12.7	15.1	2.6	20	234
7. WKII	23/ 4.6	4.1	1.6	---	3.5	136	5.2	5.0	2.6	1.3	10	121
8. WDCQ	21/ 4.2	3.4	5.2	---	9.2	224	8.5	11.5	13.6	2.6	20	212
9. WOOJ-F	17/ 3.4	2.5	4.5	---	2.1	208	7.9	8.2	7.6	2.1	16	272

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WCVU-F	1. WCVU-F >	1. WCVU-F >	1. WCVU-F
2. WINK-F	2. WRXK-F	2. WINK-F	2. WINK-F >
3. WRXK-F	3. WINK-F	3. WRXK-F >	3. WHEW-F
4. WHEW-F	4. WHEW-F WIXI-F	4. WHEW-F <	4. WRXK-F WIXI-F
5.		5. WIXI-F	

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WRXK-F >	1. WRXK-F	1. WCVU-F >
2. WINK-F	2. WCVU-F	2. WHEW-F >>
3. WOOJ-F >	3. WHEW-F	3. WIXI-F
4. WDCQ-F	4. WINK-F	4.
5.	5. WDCQ-F	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFJY-F	95.3	Ft. Myers	2.0/5.5
WMYR	1410	Ft. Myers	.8/2.7
WOOJ	107.1	LeHigh Acres	.2/ .6
WRCC-F	103.9	Cape Coral	2.0/7.1
WWAM	770	N. Ft. Myers	2.0/4.8
WHVE-F	102.5	Sarasota	.4/2.7

RADIO STATIONS

WDCQ, 1200, 10 KW/1 KW (DA-2) . OLDIES	ABC-D, $ 15.00 (Banner)	(PINE IS.)	C. Fazio
WINK, 1240, 1 KW , MOR	SUN, $ 20.00 (Mc-Guild)		J. Schwartzel
WKII, 1090, 5 KW (DAYS) , NOSTALGIA	CNN, $ 17.00 (---)		J. Kneller
WAVV-F, 101.1, 100 KW @ 1035, SOFT AC	APR, $ 40.00 (CBS)	(MARCO)	N. Alpert
WCVU-F, 94.5, 100 KW @ 1050, EZ	, $ 50.00 (Christal)	Palmer (NAPLES)	J. Eddens
WHEW-F, 101.9, 100 KW @ 1029, COUNTRY	, $ 40.00 (---)		R. Hecksher
WINK-F, 96.9, 100 KW @ 840, CHR	ABC-C, $ 50.00 (Mc-Guild)		J. Schwartzel
WOOJ-F, 107.1, 3 KW @ 300, CLASSIC ROCK	SOURCE, NBC, $ 18.00 (Eastman)	(LEHIGH ACRES)	R. Dwyer
WQEZ-F, 99.3, 3 KW @ 285, SOFT AC	APR, $ N/A (Katz)	Justice	D. Fogg
WRXK-F, 96.1, 100 KW @ 494, AOR	ABC-R, $ 52.00 (Katz)	Beasley	B. Beasley

Other ranked stations -- See Naples

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FT. PIERCE, FL

MSA Rank/Pop: 192/220,600
ARB Rank/Pop: 160/193,500
Market TSL: 22.5
Average Person Ratings: 16.7

Diaries: 405/478:1
Sample Target: 350
% Below Line: 46.9
% Not Listed: 18.5

Retail $: 1.67 Bil
FM Share: 92.42%
Stations: 16/9

			SPG	SPG	METRO	METRO CUME RATING		
12+ METRO		1/4/SHARE	88	87	CUME	S89	S88	S87
1.	WOVV-F	64/19.8	15.8	19.9	643	33.2	27.3	35.9
2.	WHLG-F	37/11.4	14.4	6.3	343	17.7	18.9	13.5
3.	WKGR-F	32/ 9.9	6.0	7.0	347	17.9	13.2	14.8
4.	WEAT-F	31/ 9.6	7.4	6.3	292	15.1	11.9	10.6
5.	WZZR-F	27/ 8.3	7.4	11.5	472	24.4	16.2	17.0
6.	WIRK-F	12/ 3.7	5.7	3.8	151	7.8	8.9	8.7
7.	WAVW-F	10/ 3.1	5.0	4.2	119	6.1	8.7	9.1
	WCXL-F	10/ 3.1	6.7	5.9	223	11.5	11.0	9.8

12+ AMD

1. WOVV-F >
2. WHLG-F >
3. WKGR-F
4. WZZR-F
5. WEAT-F

12+ MID

1. WOVV-F
2. WHLG-F
3. WKGR-F
4. WEAT-F >
5. WZZR-F

12+ PMD

1. WOVV-F
2. WEAT-F <
3. WZZR-F
4. WHLG-F
   WKGR-F

12+ EVE

1. WOVV-F >>
2. WZZR-F
3. WEAT-F
4. WKGR-F
5. WIRA

ADULTS 18-34

1. WOVV-F
2. WKGR-F >>
3. WZZR-F
4.
5.

ADULTS 25-54

1. WOVV-F
2. WKGR-F >>
3. WZZR-F
4. WCXL-F
5.

ADULTS 35-64

1. WHLG-F
2. WEAT-F
3. WOVV-F >
4. WZZR-F
5. WSTU

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDKC	1330	Ft. Pierce	.9/3.7
WGYL-F	93.5	Vero Beach	2.5/5.0
WIRA	1400	Ft. Pierce	2.5/5.7
WPSL	1590	Pt. St. Lucie	.3/3.5
WSTU	1450	Stuart	2.5/9.4
WEAT	850	West Palm Beach	-/ .3
WMXQ-F	94.3	Riviera Beach	.9/3.5

RADIO STATIONS

WIRA, 1400, 1 KW ,MOR/NOST	NBC, $ 15.00 (Mc-Guild)		A. Chapman
WAVW-F, 105.5, 2.6 KW @ 340, COUNTRY	APR, $ 18.00 (Roslin)	(VERO BEACH)	J. Healy
WCXL-F, 101.7, 1.4 KW @ 450, AC	, $ 17.00 (K & P)	(VERO BEACH)	W. Dillon
WHLG-F, 102.3, 3 KW @ 300, EZ	UPI, $ 18.00 (---)		G. Glascock
WZZR-F, 92.7, 50 KW @ 500, CHR	, $ 28.00 (Katz)	CRB	T. Donnelly

Other ranked stations -- See West Palm Beach in Spring 1989 edition of American Radio

FT. SMITH, AR

MSA Rank/Pop: 219/179,000
ARB Rank/Pop: 161/187,900
Market TSL: 21.25
Average Person Ratings: 15.2

Diaries: 403/466:1
Sample Target: 400
% Below Line: 3.9
% Not Listed: 9.8

Retail $: .95 Bil
FM Share: 92.61%
Stations: 16/14

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. KZBB-F	56/19.6	19.7	20.7	637	33.9	29.0	33.7
2. KTCS-F	50/17.5	15.7	13.0	666	35.4	22.6	19.3
3. KMAG-F	34/11.9	3.5	3.6	365	19.4	12.3	10.5
4. KISR-F	30/10.5	17.3	9.1	527	28.0	26.8	31.6
5. KINB-F	23/ 8.1	7.1	[illegible]	262	13.9	11.3	5.8
6. KFPW	13/ 4.6	.4	3.4	159	8.5	4.8	3.5
7. KBBQ-F	11/ 3.9	5.5	2.1	157	8.4	6.2	7.7
KLSZ-F	11/ 3.9	2.4	3.1	149	7.9	8.0	6.4
9. KEZA-F	10/ 3.5	7.9	10.4	123	6.5	11.6	13.1

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KTCS-F	1. KZBB-F	1. KZBB-F	1. KZBB-F >
2. KMAG-F	2. KTCS-F	2. KTCS-F >	2. KTCS-F
3. KZBB-F	3. KISR-F	3. KISR-F	3. KMAG-F
4. KISR-F >	KMAG-F >	4. KMAG-F	4. KISR-F
5. KINB-F	5. KINB-F	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KZBB-F >>	1. KTCS-F	1. KTCS-F
2. KISR-F	2. KZBB-F	2. KMAG-F >
3. KTCS-F	3. KMAG-F >	3. KINB-F
4.	4. KISR-F >	4. KZBB-F
5.	5. KBBQ-F	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KFDK	1580	Van Buren	.7/2.2
KFSA	950	Ft. Smith	.7/2.8
KKID-F	95.9	Sallisaw	1.8/4.1
KPHN-F	94.5	Barling	1.1/3.5
KWHN	1320	Ft. Smith	.7/3.0
KZKZ-F	106.3	Greenwood	1.4/4.4
KKWK-F	97.1	Muskogee	.4/2.2

RADIO STATIONS

KFPW ,	1230,	1 KW (DA-1)	,	Nostalgia	SMN,	$ 9.00	(Riley)		G. Brown
KBBQ-F,	100.9,	3 KW @ 220	,	Oldies	SMN,	$10.00	(Riley)		G. Brown
KINB-F,	107.3,	100 KW @ 1810	,	Country	ABC E,	$15.00	(---)	(POTEAU, OK)	V. Nowlin
KISR-F,	93.7,	100 KW @ 1250	,	CHR	ABC FM,	$30.00	(---)		F. Baker
KLSZ-F,	102.3,	3 KW @ 295	,	AC	SMN,	$ NA	(---)	(VAN BUREN)	L. Ruth
KTCS-F,	99.9,	100 KW @ 2000	,	Country		$20.00	(Republic)		L. Young
KMAG-F,	99.1,	100 KW @ 2000	,	??		$14.00	(---)		J. Moore
KZBB-F,	97.9,	100 KW @ 2000	,	Contemp	US1,	$27.00	(Mc-Guild)	Arrow (POTEAU, OK)	R. Collar

FT. WALTON BEACH, FL

MSA Rank/Pop: 243/151,200	Diaries: 314/402:1	Retail $: 1.13 Bil
ARB Rank/Pop: 203/126,200	Sample Target: 280	FM Share: 95.09%
Market TSL: 21.5	% Below Line: 29.6	Stations: 17/9
Average Person Ratings: 15.8	% Not Listed: 18.1	

12+ METRO		1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1.	WWSF-F	26/13.1	--	--	320	25.4	--	--
2.	WTKX-F	25/12.6	16.9	10.3	281	22.3	21.1	20.4
3.	WWAV-F	21/10.6	4.9	5.2	288	22.8	10.9	10.0
4.	WKSM-F	18/ 9.0	9.8	10.3	299	23.7	20.7	24.3
5.	WYZB-F	13/ 6.5	14.2	25.8	255	20.2	30.5	37.9
6.	WMMK-F	12/ 6.0	10.9	8.4	131	10.4	14.3	15.0
	WMEZ-F	12/ 6.0	7.7	9.7	200	15.8	11.1	13.9
8.	WBLX-F	7/ 3.5	3.8	3.9	93	7.4	5.7	5.1
	WXRM-F	7/ 3.5	1.6	2.6	114	9.0	5.7	7.9

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WWSF-F	1. WWSF-F	1. WWSF-F	1. WTKX-F
2. WWAV-F	2. WWAV-F	2. WTKX-F	2. WKSM-F
3. WTKX-F >	3. WTKX-F	3. WWAV-F <	3. WWSF-F >>
4. WKSM-F	4. WKSM-F	4. WKSM-F >	4. WYZB-F
5. WMEZ-F	5. WYZB-F	5. WYZB-F	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WTKX-F	1. WWAV-F >	1. WWAV-F
2. WWSF-F	2. WWSF-F	2. WMMK-F
3. WKSM-F >	3. WTKX-F	3. WMEZ-F >
4. WWAV-F	4. WYZB-F	4. WYZB-F
5. WYZB-F	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCNU	1010	Crestview	2.0/3.4
WFTW	1260	Ft. Walton Beach	2.0/4.6
WJSB	1050	Crestview	0/2.4
WAAZ-F	104.9	Crestview	3.0/4.8
WFSY-F	98.5	Panama City	1.5/4.0
WGCX-F	104.1	Atmore	1.0/5.9
WJLQ-F	100.7	Pensacola	.5/8.3
WOWW-F	107.3	Pensacola	1.0/4.6

RADIO STATIONS

WKSM-F, 99.3, 3 KW @ 214,	CHR	$ NA		D. Harrison
WMMK-F, 92.1, 3 KW @ 294,	Country	$18.00	(DESTIN)	E. Smith
WWAV-F, 102.3, 3 KW @ 328,	Soft AC	$15.00	(SANTA ROSA)	M. Carter
WWSF-F, 98.1, 100 KW @ 260,	CHR	$25.00	(ANDALUSIA)	
WYZB-F, 105.5, 3 KW @ 300,	AC	$ NA	(MARY ESTER)	J. Yeiser

Other ranked stations - See Mobile or Pensacola in Spring '89 edition of American Radio

FREDERICK, MD

MSA Rank/Pop: NA	Diaries: 283/403:1	Retail $: .79 Bil
ARB Rank/Pop: 211/114,100	Sample Target: 290	FM Share: 77.55%
Market TSL: 22.5	% Below Line: 42.8	Stations: 18/4
Average Person Ratings: 17.0	% Not Listed: 24.2	

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. WZYQ-F	20/10.3	10.7	6.8	327	28.7	23.1	21.6
2. WFMD	19/ 9.8	14.2	16.5	282	24.7	25.1	31.6
3. WMZQ-F	17/ 8.8	9.1	7.4	184	16.1	18.4	13.5
4. WFRE-F	13/ 6.7	12.7	10.8	154	13.5	21.2	14.3
5. WQSI	12/ 6.2	2.5	3.4	100	8.8	6.7	4.8
6. WGRX-F	11/ 5.7	5.1	1.7	150	13.1	10.7	8.0
7. WPOC-F	8/ 4.1	2.0	4.0	149	13.1	8.7	8.2
WWDC-F	8/ 4.1	5.1	5.7	183	16.0	12.3	11.7
9. WAVA-F	7/ 3.6	2.5	4.0	116	10.2	11.8	11.6
WCXR-F	7/ 3.6	2.5	1.1	124	10.9	9.2	6.5

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WFMD >	1. WZYQ-F	1. WMZQ-F	1. WZYQ-F >
2. WZYQ-F >	2. WMZQ-F	2. WZYQ-F	2. WFMD
3. WFRE-F	3. WQSI	3. WQSI >	WPOC-F
WMZQ-F	4. WFRE-F	4. WFRE-F	4. WGRX-F
5. WWDC-F	5. WFMD	WGRX-F	WMZQ-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WZYQ-F	1. WMZQ-F	1. WMZQ-F >
2. WGRX-F	2. WZYQ-F >	2. WQSI-F
3. WWDC-F	3. WFMD	3. WFMD
4. WCRX-F	WGRX-F	4.
5. WAVA-F	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WARX-F	106.9	Hagerstown	2.1/7.6
WASH-F	97.1	Washington	1.5/5.6
WIYY-F	97.9	Baltimore	2.1/7.4
WLTT-F	94.7	Bethesdia	2.1/6.4
WMAL	630	Washington	.5/3.6
WMZQ	1390	Arlington	.5/1.8
WPGC-F	95.5	Morningside	1.0/3.9
WRQX-F	107.3	Washington	3.1/12.4

RADIO STATIONS

WFMD	930	5 KW/2.5 KW (DA-N)	MOR	CBS	$NA	(---)	F. Veihmey
WQSI	820	5 KW/680 W (DA-N)	Country	ABC E	$24.00	(Roslin)	T. Boock
WFRE-F	99.9	9 KW @ 1100	EZ		$NA	(---)	F. Veihmey
WZYQ-F	103.9	380 W @ 912	CHR	ABC C	$40.00	(Roslin)	T. Boock

Other ranked stations -- See Washington in Spring 1989 edition of American Radio

GAINESVILLE, FL

MSA Rank/Pop: 201/208,200
ARB Rank/Pop: 182/155,500
Market TSL: 18.75
Average Person Ratings: 13.6

Diaries: 371/419:1
Sample Target: 340
% Below Line: 6.2
% Not Listed: 22.7

Retail $: 1.44 Bil
FM Share: 82.21%
Stations: 16/10

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87	BIRCH SHR	AQH	CUME
1. WRUF-F	38/18.0	16.5	11.8	17.7	16.1	223	28.6	27.0	30.3	23.0	53	676
2. WYKS-F	28/13.3	12.7	14.4	8.6	8.7	454	29.2	30.9	24.5	13.5	31	533
3. WYGC-F	21/10.0	8.1	5.7	10.3	4.6	239	15.4	11.9	12.9	7.8	18	207
4. WLUS	20/ 9.5	4.7	8.7	3.4	7.8	123	7.9	7.9	6.8	2.6	6	77
5. WKTK-F	14/ 6.6	11.9	18.3	15.1	15.1	381	24.5	30.4	27.2	10.9	25	328
6. WMMZ-F	10/ 4.7	6.8	3.5	1.3	.9	207	13.3	11.5	2.8	5.2	12	222
7. WRUF	8/ 3.8	4.2	4.8	6.9	3.7	223	14.3	14.1	14.0	2.6	6	183
8. WGGG-F	5/ 2.4	5.9	5.2	4.3	3.2	185	11.9	14.2	11.8	4.3	10	179

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WRUF-F >	1. WRUF-F	1. WRUF-F	1. WRUF-F <
2. WYKS-F >	2. WYGC-F	2. WYKS-F >	2. WYKS-F >>
3. WYGC-F	3. WLUS	3. WKTK-F	3.
4. WLUS	4. WYKS-F	4. WLUS	4.
5. WRUF	5. WKTK-F	5. WYGC-F	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WRUF-F >>	1. WRUF-F >	1. WYGC-F
2. WYKS-F >	2. WKTK-F	2. WLUS >
3. WKTK-F	WYGC-F	3. WRUF-F >
4. WMMZ-F >	4. WLUS	4. WRUF
5. WYGC-F	WYKS-F	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGGG	1230	Gainesville	.5/3.7
WYOC-F	104.9	High Springs	2.4/4.5
WAPE	690	Jacksonville	0/1.5
WAPE-F	95.1	Jacksonville	.9/5.5
WJHM-F	101.9	Daytona Beach	2.4/6.9
WNFI-F	99.9	Polatka	1.4/10.4
WOCL-F	105.9	De Land	.5/3.0
WQIK-F	99.1	Jacksonville	.9/3.1

RADIO STATIONS

WLUS,	980, 5 KW (Days)	, Nostalgia		, $19.00 (Roslin)		M. Turner
WRUF,	850, 5 KW (DA-N)	, Oldies	CBS	, $14.00 (Smith)	Univ. of Florida	J. Geason
WGGG-F,	97.7, 3 KW @ 300	, AC	Trans/Sun	, $17.00 (Christal)	(MICANOPY)	S. Sullivan
WKTK-F,	98.5, 100 KW @ 1330	, AC		, $23.00 (---)	(CRYSTAL RIVER)	G. Granger
WMMZ-F,	93.7, 100 KW @ 600	, CHR	ABC FM	, $21.00 (K&P)	(OCALA)	R. Hawk
WRUF-F,	103.7, 100 KW @ 768	, AOR	ABC R	, $20.00 (Smith)	Univ. of Florida	J. Geason
WYGC-F,	103.9, 3 KW @ 300	, Country	ABC E	, $24.00 (Mc-Guild)		C. Holladay
WYKS-F,	105.5, 3 KW @ 300	, CHR		, $27.00 (Republic)		J. Gillen

GRAND FORKS, ND - MN

MSA Rank/Pop: 346/68,900
ARB Rank/Pop: 240/84,400
Market TSL: 23.25
Average Person Ratings: 17.9

Diaries: 272/310:1
Sample Target: 260
% Below Line: 7.9
% Not Listed: 15.2

Retail $: .51 Bil
FM Share: 64.06%
Stations: 13/11

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. KQHT-F	26/17.2	11.4	12.7	311	36.8	23.9	19.4
2. KSNR-F	16/10.6	8.1	---	150	17.8	11.7	---
3. KJKJ-F	15/ 9.9	13.8	2.5	181	21.4	16.5	9.2
4. KNOX	11/ 7.3	6.5	11.9	168	19.9	20.3	24.5
5. KROX	10/ 6.6	---	---	79	9.4	---	---
KFGO	10/ 6.6	1.6	4.2	85	10.1	8.1	8.9
7. KYCK-F	9/ 6.0	12.2	9.3	110	13.0	19.6	19.6
KZLT-F	9/ 6.0	6.5	7.6	122	14.5	13.7	20.6
9. KKXL	7/ 4.6	5.7	2.5	151	8.9	14.5	8.9

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KQHT-F	1. KQHT-F	1. KQHT-F >>	1. KQHT-F >>
2. KSNR-F	2. KSNR-F	2. KJKJ-F	2. KJKJ-F
KYCK-F	3. KJKJ-F	3. KSNR-F	3. KNOX
4. KNOX	KZLT-F	4. KZLT-F	4. KFGO
5. KJKJ-F	5. KYCK-F	KFGO	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KQHT-F	1. KSNR-F	1. KYCK-F
2. KJKJ-F >	2. KQHT-F	KFGO
3. KSNR-F >	3. KZLT-F	3. KNOX-F >
4. KZLT-F	4. KYCK-F	KSNR-F
5.	5. KJKJ-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KKCQ-F	1480	Fosston	1.3/3.6
WDAY-F	93.7	Fargo	1.3/3.8

RADIO STATIONS

KCNN ,	1590 ,	5 KW/1KW (DA-2) ,	Talk	ABC T,	$10.00	(---)		D. Norman
KKXL ,	1440 ,	1 KW/500W (DA-N),	Country	US 2,	$14.00	(Torbet)	Vaughn	J. Vasiche
KNOX ,	1310 ,	5 KW (DA-N) ,	MOR	ABC E,	$18.00	(Katz)	Ingstad	D. Salo
KROX ,	1260 ,	1 KW/500W (DA-N),	AC	MBS,	$ 9.00	(Hooper-Jones)	(CROOKSTON)	F. Fee
KJKJ-F,	107.5,	100 KW @ 500 ,	AOR	US1,	$16.00	(Republic)		J. Hoberg
KKXL-F,	92.9,	63 KW @ 386 ,	CHR		$15.00	(Torbet)	Vaughn	J. Vasiche
KQHT-F,	96.1,	100 KW @ 500 ,	CHR		$17.00	(Torbet)	(CROOKSTON)	M. Ring
KSNR-F,	100.3,	100 KW @ 620 ,	Oldies	SMN,	$ 8.00	(Eastman)	(THIEF RIVER, MN)	J. Glasman
KYCK-F,	97.1,	100 KW @ 403 ,	Country	ABC D,	$17.00	(HNWH)	(CROOKSTON)	M. Ring
KZLT-F,	104.3,	100 KW @ 550 ,	AC		$19.00	(---)		D. Norman

KFGO - See Fargo in Spring 89 edition

GRAND JUNCTION, CO

MSA Rank/Pop: NA	Diaries: 283/260:1	Retail $: .53 Bil
ARB Rank/Pop: 250/73,500	Sample Target: 250	FM Share: 76.84%
Market TSL: 22.0	% Below Line: 0	Stations: 9/9
Average Person Ratings: 16.3	% Not Listed: 20.8	

		SPG	SPG	METRO	METRO CUME RATING			B I R C H		
12+ METRO	1/4/SHARE	88	87	CUME	S89	S88	S87	SHR	AQH	CUME
1. KQIX-F	27/22.5	10.6	4.3	224	30.5	21.3	16.6	18.0	20	202
2. KEKB-F	23/19.2	16.0	16.4	221	30.1	26.0	28.3	24.3	27	254
3. KQIL	15/12.5	11.7	15.5	170	23.1	21.3	16.6	11.7	13	235
4. KKLY-F	9/ 7.5	5.3	6.0	109	14.8	11.9	12.9	9.9	11	135
KSTR-F	9/ 7.5	14.9	19.8	205	27.9	31.6	34.6	14.4	16	191
6. KVEE-F	5/ 4.2	3.2	5.2	54	7.3	6.7	11.4	3.6	4	71
7. KEXO	3/ 2.5	8.5	3.4	93	12.7	18.8	14.2	4.5	5	139
8. KSTR	2/ 1.7	5.3	9.5	87	11.8	11.5	14.5	.9	1	85
KVEE	2/ 1.7	4.3	---	62	8.4	6.7	7.0	.9	1	47

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KQIX-F	1. KEKB-F	1. KQIX-F >	1. KQIX-F >>
2. KEKB-F	2. KQIL	2. KEKB-F	2. KEKB-F >>
3. KQIL >	3. KQIX-F >	3. KQIL	3. KSTR-F
4. KSTR-F	4. KKLY-F	4. KSTR-F	4.
5.	5.	5. KKLY-F	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KQIX-F >>	1. KEKB-F	1. KEKB-F
2. KEKB-F >	2. KQIL	2. KQIL >>
3. KQIL	3. KQIX-F	3. KKLY-F
KSTR-F	KSTR-F >	KVEE-F
5. KKLY-F	5. KKLY-F	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

KEXO,	1230,	1 KW	, OLDIES/NOST.	ABC-I, ABC-D,	$ 13.00	(HNWH)		J. Spehar
KQIL,	1340,	1 KW	, COUNTRY	NBC,	$ 21.00	(---)		B. Gass
KSTR,	620,	5 KW (DAYS)	, MOR	MBS,	$ 16.00	(Mc-Guild)		M. Shannon
KVEE,	1100,	50 KW/10 KW (DA-N)	, EZ	CBS,	$ 11.00	(Eastman)		J. Hendrick
KEKB-F,	99.9,	79 KW @ 1385,	COUNTRY	,	$ 24.00	(Banner)	(FRUITA)	D. Maynard
KKLY-F,	95.1,	100 KW @ 969,	SOFT AC	TRNSTR,	$ N/A	(HNWH)		J. Spehar
KQIX-F,	93.1,	26 KW @ 1027,	AC	,	$ 22.00	(---)		R. St. John
KSTR-F,	96.1,	100 KW @ 1070,	CHR	,	$ 19.00	(Mc-Guild)	(MONTROSE)	M. Shannon
KVEE-F,	92.3,	30 KW @ 500,	EZ	CBS,	$ 13.00	(Eastman)		J. Henrick

GREAT FALLS, MT

MSA Rank/Pop: 342/77,200	Diaries: 288/224:1	Retail $: .53 Bil
ARB Rank/Pop: 255/64,500	Sample Target: 250	FM Share: 73.03%
Market TSL: 21.75	% Below Line: 0	Stations: 8/8
Average Person Ratings: 15.7	% Not Listed: 11.9	

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. KAAK-F	18/17.8	22.1	25.7	214	33.2	36.7	33.4
KLFM-F	18/17.8	11.6	9.2	185	28.7	15.5	20.4
3. KQDI-F	16/15.8	4.7	9.2	170	26.4	12.4	19.8
4. KMON-F	13/12.9	18.6	18.3	177	27.4	32.0	36.0
5. KMON	11/10.9	12.8	11.9	169	26.2	21.5	23.7
6. KEIN	6/ 5.9	9.3	7.3	105	16.3	12.9	16.9
KXGF	6/ 5.9	10.5	1.8	87	13.5	15.0	3.6
8. KQDI	1/ 1.0	2.3	9.2	170	6.2	14.9	19.8

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KAAK-F	1. KLFM-F	1. KAAK-F	1. KQDI-F
2. KMON	2. KQDI-F	2. KLFM-F	2. KAAK-F >
3. KMON-F	3. KAAK-F	3. KQDI-F >	3. KMON-F
4. KEIN	4. KMON	4. KMON-F	4. KLFM-F
KQDI-F	5. KMON-F	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KQDI-F	1. KAAK-F	1. KMON
2. KAAK-F	2. KLFM-F	2. KLFM-F >
3. KLFM-F	3. KQDI-F >>	3. KEIN
KMON-F	4. KEIN	4. KAAK-F
5.	KMON-F	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

KEIN, 1310, 5 KW/1 KW , COUNTRY	ABC-D, $ 15.00 (Banner)	H. Balfanz
KMON, 560, 5 KW (DA-N) , COUNTRY	ABC-I, $ 16.00 (Mc-Guild)	J. Senst
KQDI, 1450, 1 KW (DA-1) , OLDIES	US 2, $ 16.00 (Republic)	B. Lockhard
KXGR, 1400, 1 KW (DA-2) , MOR	, $ 10.00 (Torbet)	D. Robinson
KAAK-F, 98.9, 100 KW @ 500, AC	, $ 19.00 (Torbet)	D. Robinson
KLFM-F, 92.9, 100 KW @ 450, COUNTRY	ABC-D, $ 18.00 (Banner)	H. Balfanz
KMON-F, 94.5, 36 KW @ 470, CHR	US 1, $ 17.00 (Mc-Guild)	J. Senst
KQDI-F, 106.7, 100 KW @ 300, CONTEMP	US 2, $ 16.00 (Republic)	B. Lockhart

HAGERSTOWN - CHAMBERSBURG - WAYNESBORO, MD - PA

MSA Rank/Pop: 305/115,700
ARB Rank/Pop: 156/197,900
Market TSL: 26.0
Average Person Ratings: 19.5

Diaries: 478/414:1
Sample Target: 400
% Below Line: 14.8
% Not Listed: 21.8

Retail $: 1.28 Bil
FM Share: 81.06%
Stations: 25/13

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87	BIRCH SHR	AQH	CUME
1. WIZK-F	45/11.7	10.7	12.1	549	27.7	22.9	22.5	13.8	43	549
2. WAYZ-F	41/10.6	12.6	12.8	379	19.2	20.7	19.7	11.5	36	381
3. WQCM-F	28/ 7.3	6.7	10.6	376	19.0	16.4	19.7	9.0	28	541
WYII-F	28/ 7.3	5.2	5.3	265	13.4	11.3	13.0	6.1	19	210
5. WCHA	17/ 4.4	2.8	3.4	168	8.5	8.2	10.2	3.5	11	165
WGLL-F	17/ 4.4	4.6	4.4	199	10.1	10.6	9.4	4.5	14	168
7. WJEJ	16/ 4.2	4.3	5.0	217	11.0	10.7	13.5	5.1	16	229
8. WKMZ-F	13/ 3.4	2.8	2.2	212	10.7	9.4	10.0	3.5	11	210
9. WWMD-F	12/ 3.1	6.7	7.5	194	8.4	11.0	12.6	3.5	11	135
10. WARK	11/ 2.9	1.5	1.2	137	6.9	4.7	5.3	1.3	4	64

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WIKZ-F	1. WIKZ-F	1. WIKZ-F	1. WIKZ-F
2. WAYZ-F >	2. WAYZ-F >	2. WAYZ-F >	2. WAYZ-F
3. WJEJ	3. WQCM-F	3. WQCM-F	WQCM-F
4. WYII-F	4. WYII-F	4.	4. WYII-F
5. WQCM-F	5.	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WIKZ-F >	1. WIKZ-F >	1. WAYZ-F >
2. WQCM-F >	2. WAYZ-F	2. WYII-F >
3. WKMZ-F >>	3. WYII-F	3. WGLL-F
4. WARX-F	4. WQCM-F	4.
WAYZ-F	5. WGLL-F	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WARX-F	106.9	Hagerstown	2.6/8.6
WAYZ	1380	Waynesboro	1.6/2.5
WHAG	1410	Halfway	1.8/4.5
WKSL-F	94.3	Greencastle	1.6/5.2
WCXR-F	105.9	Woodbridge	1.8/3.8
WFRE-F	99.9	Frederick	2.1/7.5
WGRX-F	100.7	Westmnstr.	1.8/5.1
WINC-F	92.5	Winchester	1.0/2.7
WMZQ-F	98.7	Washington	.8/3.4
WNNK-F	104.1	Harrisburg	1.3/2.6
WPOL-F	93.1	Baltimore	.3/2.3
WRQX-F	107.3	Washington	.5/3.0
WWDC-F	101.1	Washington	1.3/9.8
WZYQ-F	103.9	Braddock	.5/2.4

RADIO STATIONS

WARK,	1490,	1 KW	, OLDIES	SMN,	$ 8.00	(K & P)	(HAGERSTOWN)	E. Manning
WCHA,	800,	1 KW/196W	, COUNTRY	,	$ 12.00	(---)	(CHAMBERSBURG)	D. Burchill
WJEJ,	1240,	1 KW	, MOR	CBS,	$ 11.00	(---)	(HAGERSTOWN)	J. Staub
WAYZ-F	101.5,	50 KW @ 240,	COUNTRY	APR,	$ N/A	(Republic)	(WAYNESBORO)	M. Martin
WGLL-F,	92.1,	3 KW @ 295,	AC	ABC-D, TRNSTR,	$ 16.00	(---)	(MERCERSBURG)	P. Low
WIKZ-F,	95.1,	50 KW @ 480,	CHR	,	$ 24.00	(---)	(CHAMBERSBURG)	M. Kellam
WQCM-F,	96.7,	3 KW @ 165,	??	ABC-F,	$ 10.00	(Dome)	(HALFWAY)	K. Albright
WWMD-F,	104.7,	7 KW @ 1320,	EZ	,	$ 14.00	(---)	(HAGERSTOWN)	J. Staub
WYII-F,	95.9,	3 KW @ 300,	COUNTRY	NBC,	$ 13.00	(Market 4)	(WILLIAMSPORT)	K. Smith

ITHACA, NY

MSA Rank/Pop: NA
ARB Rank/Pop: 246/79,000
Market TSL: 18.5
Average Person Ratings: 14.3

Diaries: 274/288:1
Sample Target: 250
% Below Line: 11.5
% Not Listed: 35.4

Retail $: 1.14 Bil
FM Share: 80.82%
Stations: 8/6

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. WNYP-F	17/15.0	10.8	12.0	277	35.1	27.5	26.9
2. WVBR-F	11/ 9.7	8.8	10.2	226	28.6	27.1	24.3
3. WQNY-F	9/ 8.0	14.7	13.9	206	26.1	32.3	30.3
WYXL-F	9/ 8.0	11.8	7.4	163	20.6	26.4	19.9
5. WHCU	8/ 7.1	13.7	10.2	147	18.6	20.8	21.4
WPCX-F	8/ 7.1	5.9	11.1	105	13.3	10.5	18.0
7. WTKO	6/ 5.3	7.8	4.6	99	12.5	12.4	21.4
8. WAAL-F	5/ 4.4	2.0	---	81	10.3	4.4	---

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WHCU	1. WVBR-F	1. WNYP-F >	1. WNYP-F >>
2. WNYP-F	2. WPCX-F	2. WYXL-F >	2. WVBR-F
3. WTKO	3. WYXL-F	3. WPCX-F	3. WAAL-F
4. WYXL-F	4. WQNY-F	4. WVBR-F	4. WYXL-F
5.	5. WNYP-F	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WNYP-F	1. WQNY-F	1. WPCX-F
2. WVBR-F	2. WVBR-F	2. WQNY-F
3. WYXL-F >	WYXL-F	3. WHCU
4. WQNY-F	4. WPCX-F	WVBR-F
WAAL-F	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

WHCU,	870,	5 KW/1 KW	, MOR	CBS, $ 18.00 (Christal)		K. Cowan
WTKO,	1470,	5 KW/1 KW (DA-N)	, MOR	ABC-I, ABC-E, $ 13.00 (---)		J. Gilmore
WNYP-F,	99.9,	23 KW @ 730,	CHR	, $ 16.00 (Katz)	(CORTLAND)	R. May
WQNY-F,	103.7,	12 KW @ 878,	AC	, $ 17.00 (Roslin)		J. Gilmore
WVBR-F,	93.5,	3 KW @ 250,	AOR	NBC, $ 15.00 (K & P)		E. Ledkowsky
WYXL-F,	97.3,	26 KW @ 580,	AC	TRNSTR, $ 15.00 (Christal)		K. Cowan
WPCX-F,	106.9,	45 KW @ 530,	COUNTRY	SMN, $ 17.00 (Market 4)	(AUBURN)	R. Ducayne

WAAL -- See Binghamton in Spring 1989 Edition of American Radio

JOPLIN, MO

MSA Rank/Pop: 267/134,900
ARB Rank/Pop: 213/113,200
Market TSL: 21.75
Average Person Ratings: 16.4

Diaries: 354/320:1
Sample Target: 300
% Below Line: 2.2
% Not Listed: 23.1

Retail $: .86 Bil
FM Share: 78.32%
Stations: 17/14

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. KIXQ-F	30/16.1	7.8	9.7	306	13.7	10.0	15.0
KSYN-F	30/16.1	18.6	13.5	357	31.5	29.5	13.5
3. KKUZ-F	15/ 8.1	15.0	17.4	255	22.5	29.0	27.4
4. KRGK-F	13/ 7.0	3.6	5.8	156	13.7	8.0	11.2
5. KKOW-F	9/ 4.8	6.0	7.7	132	11.7	10.0	13.2
6. KMOQ-F	8/ 4.3	3.6	3.9	124	11.0	7.9	10.7
WMBH	8/ 4.3	5.4	2.6	113	10.0	9.1	10.4
8. KFSB	6/ 3.2	2.4	6.5	155	13.7	10.0	15.0

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KSYN-F <	1. KIXQ-F	1. KIXQ-F	1. KSYN-F >
2. KIXQ-F >>	2. KSYN-F >	2. KSYN-F >>	2. KIXQ-F
3. KFSB	3. KRGK-F	3. KKUZ-F	3. KKUZ-F >
4. KRGK-F	4. KKUZ-F	4. KRGK-F	4. WMBH
5. KKUZ-F	5.	5. WMBH	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KSYN-F >	1. KIXQ-F >	1. KIXQ-F >>
2. KKUZ-F	2. KSYN-F >	2. KRGK-F
3. KIXQ-F >	3. KKUZ-F	3. KFSB
4. KKOW-F	4. KKOW-F KMOQ-F	4. KKLL KMOQ-F
5.		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBTN	1420	Neosho	1.6/5.7
KDMO	1490	Carthage	1.1/6.6
KKLL	1100	Webb City	2.7/4.7
KKLL-F	95.1	Webb City	1.6/4.3
KKOW	860	Pittsburgh	2.2/9.0
KQYX	1560	Joplin	1.6/5.9
KTTS-F	94.7	Springfield	.5/4.0
KVLT-F	106.1	Owasso	1.1/2.9
KWTO-F	98.7	Springfield	.5/3.4

RADIO STATIONS

KFSB,	1310,	5 KW/1 KW (DA-2)	, MOR	ABC-E, $ 10.00 (K & P)		J. David
WMBH,	1450,	1 KW/250W	, VARIETY	, $ 10.00 (Republic)	Demaree	G. Exline
KIXQ-F,	93.9,	1 KW @ 520,	COUNTRY	ABC-E, $ 10.00 (---)	(WEBB CITY)	R. Chegwin
KKOW-F,	96.9,	100 KW @ 390,	AOR	, $ 13.00 (Mc-Guild)	(PITTSBURGH, KS)	R. Freeman
KKUZ-F,	102.5,	100 KW @ 400,	AC/CHR	US 1, $ 16.00 (Republic)	Demaree	G. Exline
KMOQ-F,	107.1,	3 KW @ 300,	OLDIES	, $ 12.00 (---)	(BAXTER SPRINGS, KS)	---
KRGK-F,	104.9,	1.5 KW @ 450,	EZ	ABC-D, $ 10.00 (---)	(CARTHAGE)	R. Kolpin
KSYN-F,	92.5,	100 KW @ 430,	CHR	ABC-R, $ 20.00 (K & P)		W. Neal

KILLEEN - TEMPLE, TX

MSA Rank/Pop: 182/233,600
ARB Rank/Pop: 157/196,900
Market TSL: 24.0
Average Person Ratings: 18.0

Diaries: 421/468:1
Sample Target: 390
% Below Line: 47.5
% Not Listed: 15.5

Retail $: 1.23 Bil
FM Share: 81.94
Stations: 16/7

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. KLTD-F	51/14.4	2.1	--	517	26.3	8.3	--
2. KBTS-F	45/12.7	22.6	17.3	660	33.5	41.1	34.9
3. KOOV-F	38/10.7	10.8	18.0	359	18.2	16.9	27.3
4. KIIZ	35/ 9.9	11.1	5.4	221	11.2	17.1	8.0
5. KLBJ-F	24/ 6.8	3.0	4.4	216	11.0	6.2	8.1
6. KNFO-F	22/ 6.2	6.3	5.8	267	13.6	12.5	11.7
7. KPLE-F	20/ 5.6	1.2	2.4	132	6.7	5.9	7.2
8. KIXS-F	18/ 5.1	6.9	---	320	16.3	18.4	---
9. KTQN-F	10/ 2.8	4.5	11.6	231	11.7	20.8	25.6
KWTX-F	10/ 2.8	2.8	2.4		13.1	13.0	14.6

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KLTD-F	1. KLTD-F >	1. KLTD-F	1. KBTS-F >
2. KOOV-F	2. KOOV-F	2. KBTS-F	2. KLBJ-F
3. KBTS-F >	3. KBTS-F >	3. KIIZ <	3. KLTD-F
4. KPLE-F	4. KPLE-F	4. KOOV-F	4. KOOV-F
5.	5. KIIZ	5.	5. KIXS-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KLTD-F >	1. KLTD-F >	1. KOOV-F
2. KBTS-F <	2. KIIZ	2. KIIZ
3. KLBJ-F	KIXS-F	KLTD-F >
4. KOOV-F	4. KBTS-F	4. KBTS-F
5. KIXS-F	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KTEM	1400	Temple	1.4/5.4
KTON	940	Belton	1.4/3.3
KASE-F	100.7	Austin	1.1/2.7
KJNE-F	102.5	Hillsboro	.6/3.5
KTKS-F	99.9	Waco	.3/3.5
WBAP	820	Fort Worth	2.5/8.6

RADIO STATIONS

KII7, 1050, 250 W (DAYS) , BLACK APR, $ 10.00 (Christal) D. Rabb

KIXS-F, 105.5, 2 KW @ 379, ?? APR, $ N/A (Christal) (HARKER HEIGHTS) ---
KOOV-F, 103.1, 1 KW @ 444, COUNTRY ABC-E, $ 20.00 (Riley) (COPPERAS COVE) G. Christie
KPLE-F, 104.9, 3 KW @ 300, COUNTRY , $ 13.00 (---) Formby G. Franz
KTQN-F, 106.3, 1 KW @ 450, CHR ABC-I, $ 18.00 (HNWH) (BELTON) ---

Other ranked stations -- See Waco or Austin in Spring 1989 Edition of American Radio

LA CROSSE, WI

MSA Rank/Pop: 327/94,800
ARB Rank/Pop: 244/80,800
Market TSL: 25.5
Average Person Ratings: 18.9

Diaries: 296/273:1
Sample Target: 250
% Below Line: 4.6
% Not Listed: 17.6

Retail $: .73 Bil
FM Share: 69.84%
Stations: 13/10

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. WLXR-F	20/13.1	17.4	22.8	304	37.6	39.4	40.2
2. WIZM-F	19/12.4	23.5	17.9	346	42.8	44.9	40.3
3. WKTY	17/11.1	14.4	17.9	195	24.1	27.9	32.4
4. WSPL-F	16/10.5	6.8	8.9	172	21.3	20.4	20.2
5. KQEG-F	10/ 6.5	---	---	156	19.3	---	---
WIZM	10/ 6.5	6.1	5.7	153	18.9	16.9	14.4
7. WQJY-F	9/ 5.9	4.5	4.1	152	21.3	20.4	20.2
8. WKBH-F	7/ 4.6	2.3	2.4	102	12.6	10.0	11.9
9. WLFN	6/ 3.9	3.0	7.3	94	11.6	9.3	14.3

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WKTY	1. WSPL-F	1. WIZM-F	1. WLXR-F >
2. WLXR-F	2. WLXR-F	2. WLXR-F	2. WIZM-F >
3. WIZM	3. WKTY <	3. WSPL-F >	3. WIZM
WSPL-F	4. WIZM-F	4. KQEG-F	4. WCOW-F
5. WIZM-F	5. KQEG-F	WIZM	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WLXR-F	1. WSPL-F >	1. WKTY
2. WIZM-F	2. WIZM-F	2. WQJY-F
3. WSPL-F >	3. KQEG-F	3. WSPL-F
4. KQEG-F	4. WLXR-F	4.
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KROC-F	106.9	Rochester	.7/ 5.4
WAXX-F	104.9	Eau Claire	2.0/ 4.0
WCOW-F	97.1	Sparta	2.0/10.1

RADIO STATIONS

WIZM,	1410,	5 KW (DA-2)	, MOR	NBC, ABC-T,	$ 14.00	(Republic)	Midwest Family	D. Record
WKBH,	1570,	1 KW/500 W (DA-1)	, COUNTRY	,	$ 7.00	(Roslin)	(HOLMEN)	M. Schmitz
WKTY,	580,	5 KW/1 KW (DA-2)	, COUNTRY	ABC-I,	$ 13.00	(Katz)	May	S. Stach
WLFN,	1490,	1 KW	, COUNTRY	RADRAD,	$ 9.00	(Torbet)	Vaughn	K. Gephart
KQEG-F,	102.7,	3 KW @ 300,	??	,	$ N/A	(---)	(LA CRESCENT, MN)	---
WIZM-F,	93.3,	100 KW @ 1000,	CHR	ABC-C,	$ 25.00	(Republic)	Midwest Family	D. Record
WKBH-F,	105.5,	1 KW @ 400,	COUNTRY	,	$ 8.00	(Roslin)	(TREMPEALEAU)	M. Schmitz
WLXR-F,	104.9,	1 KW @ 400,	CHR	,	$ 20.00	(Torbet)	Vaughn	K. Gephart
WQJY-F,	100.1,	2 KW @ 350,	EZ	US 2,	$ 8.00	(---)	(W. SALEM)	J. Hackman
WSPL-F,	95.7,	50 KW @ 492,	SOFT AC	ABC-E,	$ 17.00	(Katz)	May	S. Stach

LAFAYETTE, IN

MSA Rank/Pop: 285/125,600
ARB Rank/Pop: 225/104,400
Market TSL: 20.25
Average Person Ratings: 15.1

Diaries: 261/400:1
Sample Target: 290
% Below Line: 13.3
% Not Listed: 14.6

Retail $: .79 Bil
FM Share: 75.56%
Stations: 9/5

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	METRO CUME	METRO CUME RATING S39	S88	S87
1. WAZY-F	34/21.5	22.9	27.8	23.1	26.7	441	42.2	43.8	41.3
2. WASK	30/19.0	16.0	11.9	16.8	14.3	216	20.7	19.9	27.4
3. WASK-F	24/15.2	16.7	18.3	14.7	13.0	222	21.3	20.3	25.1
4. WKHY-F	22/13.9	11.8	10.3	12.5	8.1	307	29.4	24.7	20.9
5. WFBQ-F	11/ 7.0	11.8	8.7	8.4	14.3	234	22.4	19.9	21.8
6. WSHW-F	5/ 3.2	1.4	---	2.1	3.1	93	8.9	---	9.7

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WASK	1. WKHY-F	1. WAZY-F	1. WAZY-F >>
2. WAZY-F >	2. WASK	2. WKHY-F	2. WASK
3. WASK-F	3. WASK-F	3. WASK >	WASK-F
4. WKHY-F >	4. WAZY-F	4. WASK-F >	WKHY-F >
5. WFBQ-F	5.	5. WFBQ-F	5. WFBQ-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WAZY-F	1. WASK-F >	1. WASK-F >>
2. WKHY-F >>	2. WKHY-F >	2. WASK >>
3. WASK	3. WAZY-F >	3.
WFBQ-F	4. WASK	4.
5. WASK-F	WFBQ-F	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WKJM-F	95.3	Monticello	2.5/14.5
WLS	890	Chicago	1.9/ 6.7
WXTZ-F	103.3	Indianapolis	1.3/ 3.3

RADIO STATIONS

WASK, 1450,	1 KW	, MOR	NBC, $ 22.00 (Republic)		H. Youart
WASK-F, 105.3	50 KW @ 375,	COUNTRY	ABC-E, $ 21.00 (Republic)		H. Youart
WAZY-F, 96.5,	50 KW @ 500,	CHR	ABC-C, $ 30.00 (Christal)	Heritage	---
WKHY-F, 93.5,	3 KW @ 215,	OLDIES	APR, $ 18.00 (Katz)		E. McCart

LAKE CHARLES, LA

MSA Rank/Pop: NA
ARB Rank/Pop: 190/139,100
Market TSL: 23.5
Average Person Ratings: 17.1

Diaries: 360/386:1
Sample Target: 340
% Below Line: 12.6
% Not Listed: 18.5

Retail $: 1.08 Bil
FM Share: 74.23%
Stations: 15/8

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. KYKZ-F	49/20.6	17.4	15.1	505	36.3	27.6	23.0
2. KBIU-F	32/13.4	17.9	22.4	426	30.6	32.7	34.8
3. KXZZ	30/12.6	7.7	12.3	228	16.4	12.3	16.1
4. KTQQ-F	23/ 9.7	8.9	11.0	302	21.7	14.2	17.7
5. KHLA-F	15/ 6.3	11.9	11.9	250	18.0	19.0	23.3
6. KAJN-F	10/ 4.2	3.4	2.7	102	7.3	8.2	5.8
7. KIOC-F	7/ 2.9	3.4	1.8	149	10.7	9.2	6.9
8. KLCL	6/ 2.5	2.6	---	111	8.0	8.2	---
KHYS-F	6/ 2.5	6.4	6.8	134	9.6	10.6	13.5

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KYKZ-F >>	1. KYKZ-F >>	1. KYKZ-F	1. KXZZ
2. KXZZ	2. KTQQ-F	2. KBIU-F >	2. KBIU-F
3. KBIU-F	3. KXZZ	3. KTQQ-F >	3. KYKZ-F
4. KTQQ-F	4. KBIU-F	4. KHLA-F	4.
5. KHLA-F	5. KHLA-F	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KBIU-F	1. KYKZ-F >>	1. KYKZ-F >>
2. KXZZ	2. KXZZ	2. KTQQ-F >
3. KYKZ-F >	3. KBIU-F	3. KXZZ
4. KHLA-F	4. KHLA-F	4. KHLA-F
KTQQ-F	KTQQ-F	5. KBIU-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAOK	1400	Lake Charles	2.1/8.3
KEZM	1310	Sulphur	1.7/6.9
KALO-F	102.9	Port Arthur	1.7/5.3
KKMY-F	104.5	Orange	.4/4.0
KLVI	560	Beaumont	.4/4.2
KYKS-F	105.1	Lufkin	.4/3.2

RADIO STATIONS

KLCL, 1470, 5 KW/500 W (DA-2) , MOR	TRNSTR, $ 10.00 (Republic)		G. Swift
KBUI-F, 103.7, 100 KW @ 471, CHR	, $ 20.00 (Katz)		G. Allen
KHLA-F, 99.5, 100 KW @ 400, AC	ABC-D, $ 16.00 (Republic)		G. Swift
KTQQ-F, 100.9, 3 KW @ 300, COUNTRY	US 2, $ 13.00 (Christal)	(SULFUR)	M. Basso
KYKZ-F, 96.1, 100 KW @ 428, COUNTRY	ABC-I, $ 26.00 (Banner)		R. Chambers

Other ranked stations -- See Beaumont in Spring 1989 Edition American Radio

LAUREL - HATTIESBURG, MS

MSA Rank/Pop: NA
ARB Rank/Pop: 194/131,800
Market TSL: 24.75
Average Person Ratings: 18.7

Diaries: 418/315:1
Sample Target: 330
% Below Line: 17.1
% Not Listed: 16.3

Retail $: 1.0 Bil
FM Share: 81.07%
Stations: 17/14

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. WNSL-F	29/11.8	16.3	15.7	366	27.8	31.7	35.4
2. WBBN-F	27/11.0	5.1	6.1	262	19.9	9.1	12.3
3. WQIS	26/10.6	5.6	6.6	163	12.4	11.7	11.6
4. WZKX-F	25/10.2	8.8	6.6	322	24.4	18.5	13.6
5. WHER-F	17/ 6.9	10.7	8.1	224	17.0	20.4	16.9
6. WBSJ-F	14/ 5.7	4.2	3.5	161	12.2	9.3	10.5
7. WEEZ-F	13/ 5.3	6.5	---	112	8.5	8.7	---
8. WHSY-F	12/ 4.9	9.3	8.6	239	18.1	23.8	22.2
WJMG-F	12/ 4.9	7.9	11.6	178	13.5	9.8	11.6
10. WORV	9/ 3.7	6.5	3.0	99	7.5	5.0	5.9

12+ AMD

1. WBBN-F
2. WNSL-F
3. WBSJ-F <
4. WZKX-F
5. WHER-F

12+ MID

1. WBBN-F
2. WNSL-F
3. WQIS
4. WHER-F <
5. WZKX-F

12+ PMD

1. WNSL-F
   WZKX-F
3. WBBN-F
   WQIS
5.

12+ EVE

1. WZKX-F
2. WNSL-F
3. WEEZ-F
4. WBBN-F
   WJMG-F

ADULTS 18-34

1. WNSL-F <
2. WZKX-F >
3. WBBN-F
   WHSY-F
5.

ADULTS 25-54

1. WBBN-F
2. WQIS
3. WNSL-F >
4. WZKX-F
5.

ADULTS 35-64

1. WQIS
2. WBBN-F >
3. WHER-F
4. WNSL-F
5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBKH	950	Hattiesburg	1.2/4.7
WFOR	1400	Hattiesburg	.4/4.1
WIZK	1570	Bay Springs	0/ .2
WIZK-F	93.5	Bay Springs	.8/2.7
WKNZ-F	101.7	Collins	2.0/7.5
WMFM-F	106.3	Petal	2.8/10.5
WKNN-F	99.1	Pascagoula	1.6/5.2

RADIO STATIONS

WORV,	1580,	1 KW (DAYS)	, BLACK	NBN,	$ 7.00	(Dora-Clayton)		V. Floyd
WQIS,	890,	10 KW (DAYS)	, BLACK	ABC-F,	$ 6.00	(HNWH)		B. Holladay
WBBN-F,	95.9,	31 KW @ 624,	COUNTRY	,	$ 13.00	(---)	(TAYLORSVILLE)	R. Blakeney
WBSJ-F,	102.3,	3 KW @ 300,	COUNTRY	ABC-E,	$ 6.00	(Gert Bunchez)	(ELLISVILLE)	H. Knotts
WHER-F,	103.7,	100 KW @ 1056,	EZ	NBC,	$ 11.00	(Savalli)		J. Cameron
WHSY-F,	104.5,	100 KW @ 130,	CHR	ABC-C,	$ 8.00	(Republic)		T. Tibbett
WNSL-F,	100.3,	100 KW @ 1050,	AC	ABC-F,	$ 10.00	(HNWH)		B. Holladay
WJMG-F,	92.1,	3 KW @ 300,	BLACK	SBN,	$ 9.00	(Dora-Clayton)		V. Floyd
WEEZ-F,	99.3,	3 KW @ 300,	AC	,	$ 6.00	(Mid-South)	(HEIDELBURG)	C. Vance

WZKX -- See Biloxi

LAWTON, OK

MSA Rank/Pop: 298/118,600
ARB Rank/Pop: 234/95,100
Market TSL: 21.25
Average Person Ratings: 15.4

Diaries: 339/280:1
Sample Target: 280
% Below Line: 8.2
% Not Listed: 17.8

Retail $: .61 Bil
FM Share: 88.33%
Stations: 9/6

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. KLAW-F	35/24.0	23.3	30.9	280	29.4	36.3	40.6
2. KMGZ-F	32/21.9	20.9	25.5	368	38.7	44.8	43.9
3. KKRX-F	16/11.0	15.5	11.4	157	16.5	24.4	29.6
4. KQLI-F	12/ 8.2	14.7	---	203	21.3	23.2	---
5. KSWO	11/ 7.5	7.8	6.7	184	19.3	17.6	18.8
6. KKQV-F	7/ 4.8	1.6	2.0	108	11.4	6.2	6.5
7. KNIN-F	4/ 2.7	.8	5.4	80	8.4	10.6	12.8

12+ AMD

1. KLAW-F
2. KMGZ-F
   KSWO
4.
5.

12+ MID

1. KLAW-F
2. KMGZ-F >
3. KKRX-F
4. KQLI-F
5.

12+ PMD

1. KLAW-F
2. KMGZ-F >
3. KKRX-F >
4. KQLI-F
5.

12+ EVE

1. KMGZ-F >>
2. KLAW-F
3. KKRX-F >
4. KKQV-F
5.

ADULTS 18-34

1. KMGZ-F
2. KKRX-F >
3. KLAW-F
4. KQLI-F
5.

ADULTS 25-54

1. KLAW-F
2. KMGZ-F >
3. KQLI-F
4.
5.

ADULTS 35-64

1. KLAW-F >>
2. KMGZ-F
   KSWO
4. KQLI-F
5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KKRX	1050	Lawton	1.4/4.9
KOMA	1520	Oklahoma City	.7/4.7

RADIO STATIONS

KSWO, 1180, 1 KW (DA-2) , "URBAN COUNTRY" , $ 8.00 (Roslin) R. Kirby

KKRX-F, 98.1, 100 KW @ 202, AC , $ 9.00 (---) M. Russell
KLAW-F, 101.5, 100 KW @ 600, COUNTRY ABC-E, $ 15.00 (Katz) B. Shoemate
KMGZ-F, 95.3, 3 KW @ 295, CHR US 1, $ 13.00 (Republic) C. Morgan
KQLI-F, 94.3, 3 KW @ 328, AC , $ 10.00 (---) J. Gardner

Other ranked stations -- See Wichita Falls

LONGVIEW - MARSHALL, TX

MSA Rank/Pop: 228/171,100
ARB Rank/Pop: 191/138,800
Market TSL: 21.5
Average Person Ratings: 16.1

Diaries: 428/324:1
Sample Target: 330
% Below Line: 41.1
% Not Listed: 22.8

Retail $: 1.35 Bil
FM Share: 88.44
Stations: 25/10

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87	BIRCH SHR	AQH	CUME
1. KYKX-F	32/14.3	17.5	19.2	326	23.5	22.6	30.3	18.7	35	472
2. KTUX-F	19/ 8.5	12.6	9.1	237	17.1	22.1	22.0	11.8	22	269
3. KOOI-F	15/ 6.7	5.3	4.6	140	10.1	9.4	6.5	5.9	11	118
4. KNUE-F	12/ 5.4	6.3	7.3	209	15.1	13.0	13.6	6.4	12	251
5. KFRO	11/ 4.9	1.5	5.9	151	10.9	8.5	12.6	1.1	2	108
6. KROZ-F	10/ 4.5	---	---	110	7.9	---	---	3.2	6	120
KTAL-F	10/ 4.5	4.4	6.4	140	10.1	10.1	10.3	9.1	17	179

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KYKX-F >>	1. KYKX-F >	1. KYKX-F >	1. KROZ-F
2. KTUX-F	2. KOOI-F	2. KTUX-F	2. KTUX-F
3. KOOI-F	3. KTUX-F	3. KOOI-F	3. KTAL-F
4. KFRO	KNUE-F	4. KNUE-F	4. KKDA-F
5.	5.	KTAL-F	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KYKX-F >	1. KYKX-F >>	1. KYKX-F >
2. KTUX-F >	2. KTUX-F	2. KOOI-F
3. KTAL-F	3. KISX-F	3. KFRO
4.	4.	KFMD-F
5.	5.	5. KMHT-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAEZ-F	95.3	Gilmer	1.3/5.8
KCUL	1410	Marshall	1.8/5.0
KEES	1430	Gladewater	1.8/5.8
KKTX	1240	Kilgore	.0/ .2
KKTX-F	96.1	Kilgore	.9/7.2
KMHT	1450	Marshall	.4/3.3
KMHT-F	103.9	Marshall	2.2/7.3
KDKS-F	92.1	Benton	4.0/8.3
KISX-F	107.3	Whitehouse	3.6/6.5
KITT-F	93.7	Shreveport	3.1/9.2
KKDA-F	104.5	Dallas	2.2/7.5
KRMD	1340	Shreveport	0/ .6
KRMD-F	101.1	Shreveport	3.1/4.6
KTYL	1330	Tyler	0/ .3

RADIO STATIONS

KFRO, 1370, 1 KW (DA-N), MOR — CBS, $ 15.00 (K & P) — J. Curtis

KMHT-F, 103.9, 3 KW @ 300, BLACK — , $ 10.00 (Target) — D. Forester
KYKX-F, 105.7, 100 KW @ 1005, COUNTRY — ABC-I, $ 29.00 (Mc-Guild) — Sungroup — M. Gatons

Other ranked stations -- See Tyler, TX or Shreveport in Spring 1989 Edition of American Radio

LUFKIN - NACOGDOCHES, TX

MSA Rank/Pop: NA	Diaries: 358/287:1	Retail $: .69 Bil
ARB Rank/Pop: 227/102,800	Sample Target: 280	FM Share: 90.48%
Market TSL: 24.25	% Below Line: 9.9	Stations: 12/9
Average Person Ratings: 17.7	% Not Listed: 192	

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. KAFX-F	48/26.4	25.7	19.9	477	46.4	42.8	34.0
2. KYKS-F	33/18.1	10.5	14.9	349	33.9	25.6	33.4
3. KJCS-F	21/11.5	28.9	26.7	343	33.4	42.4	39.5
4. KOOI-F	10/ 5.5	3.3	3.1	104	10.1	7.7	7.8
5. KRBA	9/ 4.9	.7	.6	93	9.0	5.1	7.4
6. KUEZ-F	8/ 4.4	---	2.5	110	10.7	---	5.4
7. KTBC-F	5/ 2.7	3.3	---	75	7.3	7.2	---
KHYS-F	5/ 2.7	---	---	80	7.8	---	---

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KAFX-F >>	1. KAFX-F	1. KAFX-F >	1. KAFX-F >>
2. KYKS-F	2. KYKS-F >	2. KYKS-F >>	2. KYKS-F >>
3. KJCS-F >>	3. KJCS-F >	3. KJCS-F >	3. KJCS-F
4. KOOI-F	4. KUEZ-F	4. KUEZ-F	4.
5.	5. KOOI-F	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KAFX-F >>	1. KAFX-F <	1. KJCS-F
2. KYKS-F >>	2. KYKS-F	KYKS-F >>
3.	3. KJCS-F >>	3. KOOI-F >
4.	4.	4. KAFX-F
5.	5.	KUEZ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAFX	1260	Diboll	0.0/2.4
KEEE	1230	Nacogdoches	.5/7.9
KNUE-F	101.5	Tyler	1.6/4.7

RADIO STATIONS

KRBA, 1340, 1 KW , COUNTRY	APR, $ 7.00 (Target)		S. Yates
KSFA, 860, 1 KW/500 W (DAYS) , COUNTRY	APR, $ 10.00 (---)		M. Williams
KAFX-F, 95.5, 100 KW @ 569, AC	, $ 20.00 (Christal)	(DIBOLL)	C. Bosewell
KJCS-F, 103.3, 50 KW @ 425, COUNTRY	, $ 18.00 (---)		M. Williams
KTBC-F, 92.1, 2 KW @ 370, AOR	MBS, $ 9.00 (---)		B. Downes
KUEZ-F, 99.3, 2 KW @ 360, EZ	APR, $ 13.00 (Target)		S. Yates
KYKS-F, 105.1, 100 KW @ 660, COUNTRY	APR, $ 14.00 (Eastman)		L. Gunter

KHYS -- See Beaumont in Spring 1989 Edition of American Radio

KOOI -- See Tyler

MEDFORD - ASHLAND, OR

MSA Rank/Pop: 254/143,600
ARB Rank/Pop: 207/119,400
Market TSL: 20.75
Average Person Ratings: 14.4

Diaries: 331/361:1
Sample Target: 310
% Below Line: 6.4
% Not Listed: 18.6

Retail $: .86 Bil
FM Share: 70.0%
Stations: 14.12

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. KTMT-F	49/28.5	17.2	21.4	407	34.1	25.5	35.7
2. KRWQ-F	19/11.0	14.1	13.1	242	20.3	19.8	14.4
3. KMED	15/ 8.7	8.0	1.4	148	12.4	15.4	4.3
4. KCMX-F	13/ 7.6	8.6	13.1	169	14.2	17.5	17.9
5. KBOY-F	12/ 7.0	5.5	8.3	236	19.8	13.4	14.3
6. KAJO	7/ 4.1	4.3	---	43	3.6	4.2	---
7. KDOV	6/ 3.5	2.5	3.4	84	7.0	8.3	7.6
8. KYJC	7/ 4.1	4.3	---	149	3.6	4.2	---

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KTMT-F >>	1. KTMT-F >>	1. KTMT-F >>	1. KTMT-F >>
2. KRWQ-F	2. KMED	2. KRWQ-F	2. KBOY-F
3. KMED	3. KCMX-F	3. KBOY-F	3. KRWQ-F
4. KBOY-F	4. KRWQ-F >	KCMX-F	4. KFMJ-F
5. KCMX-F	5. KBOY-F	KMED	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KTMT-F >>	1. KTMT-F	1. KRWQ-F >
2.	2. KRWQ-F >	2. KCMX-F
3.	3. KCMX-F	3. KMED >
4.	4. KBOY-F	4. KTMT-F
5.	5.	KYJC

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBGG-F	102.7	Cave Junction	.6/5.2
KBOY	730	Medford	.6/7.0
KCMX	580	Ashland	1.2/6.1
KFMJ-F	98.3	Grants Pass	2.3/8.0
KMFR	880	Phoenix	1.2/6.2
KGO	810	San Francisco	2.3/3.4

RADIO STATIONS

KDOV, 1300, 5 KW (DA-N) , RELIGION	NBC, $ 5.00 (---)		P. Atkinson
KMED, 1440, 5 KW/1 KW (DA-1) , MOR	MBS, $ 8.00 (Radio West)		D. Hill
KYJC, 610, 5 KW (DA-2) , AC	ABC-C, NBC, $ 16.00 (HNWH)		J. Kiner
KBOY-F, 95.3, 100 KW @ 935, AC	, $ 13.00 (Mc-Guild)		P. Schroeder
KCMX-F, 101.9, 31 KW @ 1431, SOFT AC	MBS, $ 13.00 (Katz)		J. Baker
KRWQ-F, 100.3, 30 KW @ 985, COUNTRY	APR, $ 16.00 (Radio West)	(BOLD HILL)	S. Christiansen
KTMT-F, 93.7, 18 KW @ 3400, CHR	ABC-R, $ 22.00 (Torbet)		R. Johnson

MERIDIAN, MS

MSA Rank/Pop: NA
ARB Rank/Pop: 245/65,000
Market TSL: 25.25
Average Person Ratings: 19.4

Diaries: 265/245:1
Sample Target: 250
% Below Line: 0
% Not Listed: 14.3

Retail $: .52 Bil
FM Share: 54.63%
Stations: 8.8

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. WJDQ-F	24/19.0	19.3	23.1	235	36.2	34.8	31.0
2. WOKK-F	23/18.3	31.1	26.0	208	32.0	45.2	36.0
3. WALT	17/13.5	16.0	16.3	157	24.2	23.4	23.3
WMOX	17/13.5	4.2	10.6	143	22.0	13.0	23.7
5. WQIC-F	12/ 9.5	11.8	6.7	159	24.5	22.4	18.1
6. WNBN	9/ 7.1	5.9	---	79	12.2	3.2	---
7. WMDN	4/ 3.2	4.2	1.9	24	3.7	5.6	10.9

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WOKK-F	1. WOKK-F	1. WJDQ-F	1. WALT
2. WMOX	2. WKDQ-F	2. WALT	2. WJDQ-F >>
3. WJDQ-F	3. WMOX >	WOKK-F >	3. WQIC-F
4. WALT	4. WMDN	4. WMOX	4. WOKK-F
5.	5. WQIC-F	WQOC-F	5. WMOX

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WJDQ-F >>	1. WOKK-F >	1. WOKK-F >>
2. WALT >	2. WALT	2. WMOX
3. WQIC-F	WJDQ-F	3. WALT
4. WOKK-F	4. WQIC-F >	WNBN
5.	5. WNBN	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WMER 1390 Meridian 1.6/5.7

RADIO STATIONS

WALT ,	910,	5 KW/1 KW ,	Black	ABC E,	$13.00	(Mc-Guild)		K. Rainey
WMDN ,	1450,	1 KW ,	AC	SMN,	$ 9.00	(Banner)		L. Maith
WMOX ,	1010,	10 KW/1 KW (DA-2),	Country	US2,	$10.00	(Savalli)		J. Kewes
WNBN ,	1290,	1 KW (Days) ,	??	NBN,	$ NA	(---)		
WJDQ-F,	101.3,	100 KW @ 580 ,	Contemp	ABC C,	$19.00	(Republic)		G. Pearce
WOKK-F,	97.1,	100 KW @ 330 ,	Country	ABC E,	$20.00	(Mc-Guild)		K. Rainey
WQIC-F,	103.1,	3 KW @ 300 ,	Black		$12.00	(Banner)	(MARION)	L. Torgerson

MINOT, ND

MSA Rank/Pop: NA
ARB Rank/Pop: 259/48,700
Market TSL: 23.0
Average Person Ratings: 17.2

Diaries: 313/156:1
Sample Target: 250
% Below Line: 0
% Not Listed: 13.1

Retail $: .47 Bil
FM Share: 61.64%
Stations: 7/7

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. KCJB	24/28.6	28.4	32.9	189	38.8	39.3	38.9
2. KHHT-F	18/21.4	14.9	19.0	225	46.2	31.0	37.1
3. KIZZ-F	11/13.1	16.2	12.7	144	29.6	32.2	26.6
4. KZPR-F	9/10.7	17.6	12.7	125	25.7	27.1	25.2
5. KBQQ-F	7/ 8.3	13.5	13.9	127	26.1	30.1	30.0
6. KRRZ	3/ 3.6	4.1	3.8	56	11.5	14.5	13.2
7. KHRT	1/ 1.2	2.7	2.5	20	4.1	9.0	8.5

12+ AMD

1. KCJB >>
2. KHHT-F >
3. KZPR-F
4. KIZZ-F
5. KBQQ-F

12+ MID

1. KCJB
2. KHHT-F
3. KIZZ-F
4. KZPR-F
5.

12+ PMD

1. KHHT-F
2. KCJB
3. KIZZ-F >
4. KBQQ-F
   KZPR-F

12+ EVE

1. KHHT-F >>
2. KZPR-F
3. KRRZ
4. KCJB
5.

ADULTS 18-34

1. KHHT-F >>
2. KIZZ-F
3. KBQQ-F >
4. KZPR-F
5.

ADULTS 25-54

1. KCJB
2. KIZZ-F
   KZPR-F
4. KHHT-F >
5. KBQQ-F

ADULTS 35-64

1. KCJB >>
2. KZPR-F
3. KIZZ-F
4. KHHT-F
   KRRZ

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

KCJB ,	910,	5 KW/1 KW (DA-2),	Country	CBS,	$30.00	(Katz)	D. Reiten
KRRZ ,	1390,	5 KW/1 KW ,	Oldies		$10.00	(Torbet)	C. Ferguson
KHHT-F,	97.1,	100 KW @ 910 ,	CHR		$34.00	(Katz)	P. Finken
KIZZ-F,	93.7,	100 KW @ 600 ,	AC	ABC C,	$19.00	(Banner)	W. Sanders
KBQQ-F,	99.9,	100 KW @ 500 ,	Classic AOR		$12.00	(Torbet)	D. Hoberg
KZPR-F,	105.3,	100 KW @ 580 ,	Country		$ NA	(Torbet)	C. Ferguson

MONMOUTH-OCEAN, NJ

MSA Rank/Pop: 50/963,700
ARB Rank/Pop: 45/824,300
Market TSL: 26.75
Average Person Ratings: 20.5

Diaries: 455/1811:1
Sample Target: 400
% Below Line: 74.6
% Not Listed: 14.1

Retail $: 7.5 Bil
FM Share: 78.40%
Stations: 34/8

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87	B I R C H SHR	AQH	CUME
1. WOBM-F	135/8.0	5.1	5.7	236	16.5	12.1	15.5	4.4	58	1182
2. WPAT-F	95/5.6	6.7	5.7	941	11.4	13.9	11.0	4.0	53	655
3. WXRK-F	82/4.8	5.2	5.3	1088	13.2	14.4	10.7	6.5	85	1448
4. WFPG-F	78/4.6	1.4	.8	410	5.0	3.2	2.4	.8	10	131
5. WNEW-F	77/4.5	4.0	6.4	1004	12.2	9.9	12.5	8.2	108	1395
6. WPLJ-F	74/4.4	4.6	7.6	1577	19.1	14.4	17.7	7.1	93	1700
7. WHTZ-F	71/4.2	5.6	3.3	1085	13.2	14.1	9.4	5.1	67	1589
WOR	71/4.2	7.1	6.6	905	11.0	13.5	15.4	5.5	73	968
9. WFAN	66/3.9	1.0	2.5	1000	12.1	5.6	7.9	3.1	41	772
10. WCBS	58/3.4	2.8	3.7	1153	14.0	11.8	13.7	3.8	50	725
11. WJLK-F	54/3.2	3.5	3.0	842	10.2	11.2	10.4	3.4	45	1209
WJRZ-F	54/3.2	1.2	1.9	719	8.7	5.4	8.5	3.5	46	1037
WYNY-F	54/3.2	3.1	1.1	539	6.5	9.6	5.1	2.7	36	637
14. WABC	50/3.0	3.3	2.8	722	8.8	13.1	11.[illegible]	2.1	28	654
15. WADB-F	47/2.8	6.4	6.2	453	5.5	11.0	12.6	2.8	37	444

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WOBN-F	1. WOBM-F	1. WHTZ-F	1. WPLJ-F
2. WXRK-F <	2. WPAT-F	2. WOBM-F	2. WHTZ-F
3. WFAN	3. WNEW-F	3. WXRK-F	3. WFPG-F
4. WCBS	4. WFPG-F <	WNEW-F	4. WNEW-F
5. WOR	5. WYNY-F	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WXRK-F >	1. WOBM-F	1. WOBM-F >>
2. WNEW-F	WXRK-F	2. WPAT-F
3. WJRZ-F	3. WNEW-F	3. WOR
4. WPLJ-F	4. WCBS-F	4.
5. WMMR-F	5. WFAN	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WHTG-F	106.3	Eatontown	1.1/3.2
WJLK	1310	Asbury Park	1.2/5.1
WMJY-F	107.1	Long Branch	1.8/9.0
WOBM	92.7	Toms River	.6/2.9
WBLS-F	107.5	New York	.5/2.2
WKXW-F	101.5	Trenton	1.1/4.3
WLTW-F	106.7	New York	2.4/7.8
WMGQ-F	98.3	New Brunswick	.8/3.6
WMMR-F	93.3	Philadelphia	1.7/5.1
WNEW	1130	New York	1.3/5.9
WNSR-F	105.1	New York	1.4/4.7
WOGL-F	98.1	Philadelphia	.4/1.8
WPAT	930	Paterson	1.0/2.4
WPST-F	97.5	Trenton	.3/3.1
WQCD-F	101.9	New York	.7/2.9
WQHT-F	97.1	New York	2.1/6.9
WQXR-F	96.3	New York	.7/2.3
WRKS-F	98.7	New York	.6/4.2

RADIO STATIONS

WJLK , 1310 , 2.5 KW/1 KW (DA-D),	Oldies		$ NA	(Katz)	(ASBURY PARK)	J. Bradford
WADB-F, 95.9, 3 KW @ 300 ,	EZ		$30.00	(---)	(POINT PLEASANT)	A. Brown
WJLK-F, 94.3, 3 KW @ 330 ,	CHR		$65.00	(Katz)	(ASBURY PARK)	J. Bradford
WJRZ-F, 100.1, 1.6 KW @ 450 ,	AOR	ABC C,	$39.00	(Katz)	(MANAHAWKIN)	L. DeBock
WMJY-F, 107.1, 3 KW @ 300 ,	Contemp		$36.00	(Christal)	(LONG BRANCH)	C. DeProspo
WOBM-F, 92.7, 1.4 KW @ 493 ,	AC		$48.00	(---)	(TOMS RIVER)	G. Jones

Other ranked stations - See New York in Spring 89 edition

MONROE, LA

MSA Rank/Pop: 252/144,600	Diaries: 299/385:1	Retail $: .82 Bil
ARB Rank/Pop: 209/115,100	Sample Target: 310	FM Share: 80.75%
Market TSL: 21.5	% Below Line: 0.5	Stations: 12/11
Average Person Ratings: 16.0	% Not Listed: 12.5	

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S67
1. KJLO-F	35/19.0	13.4	18.1	361	31.4	22.0	25.7
KYEA-F	35/19.1	23.8	22.3	300	26.1	24.4	28.3
3. KNOE-F	24/13.0	8.7	10.9	360	31.3	25.4	26.0
4. KNAN-F	20/10.9	19.2	17.6	340	29.5	32.0	35.2
5. KMBS	13/ 7.1	6.4	4.7	109	9.5	11.0	6.5
6. KXLA	11/ 6.0	4.7	4.1	75	6.5	8.7	5.7
7. KMYQ-F	7/ 3.8	2.3	---	53	4.6	3.6	---
8. KXKZ-F	6/ 3.3	1.2	2.6	92	8.0	6.5	7.6
9. KNOE	5/ 2.7	9.9	5.7	106	9.2	17.3	16.3

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KJLO-F >	1. KJLO-F >	1. KJLO-F	1. KYEA-F >>
2. KYEA-F >	2. KNAN-F	2. KYEA-F	2. KJLO-F
3. KNOE-F	KYEA-F	3. KNOE-F	3. KNOE-F
4. KNAN-F	4. KNOE-F	4. KNAN-F >	4. KNAN-F
5.	5. KMBS	5. KMBS	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KJLO-F	1. KJLO-F >	1. KJLO-F >
2. KNAN-F	2. KYEA-F	2. KYEA-F
KYEA-F	3. KNAN-F	3. KMBS
4. KNOE-F	4. KNOE-F	KXLA
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KJLO	1440	Monroe	1.1/3.2
KTRY-F	94.3	Bastrop	1.1/4.0
KQID-F	93.1	Alexandria	.5/4.5

RADIO STATIONS

KMBS	1310	5 KW/52 W (DA-1)	Nostalgia	SMN	$12.00	(Riley)		C. Morgan
KNOE	540	5 KW/1 KW (DA-N)	Country	ABC I	$18.00	(Mc-Guild)		T. Deal
KXLA	990	1 KW (DA-1)	Black	SBN	$ 8.00	(K & P)	(RAYVILLE)	T. Bigby
KJLO-F	104.1	100 KW @ 900	Country	ABC E	$17.00	(HNWH)	New South	C. Holladay
KMYQ-F	100.1	3 KW @ 200	Oldies	SMN	$ 8.00	(Roslin)	(BASTROP)	G. Grubbs
KNAN-F	106.1	100 KW @ 1050	CHR	ABC FM	$28.00	(Banner)		R. Reynolds
KNOE-F	101.9	100 KW @ 1650	CHR	ABC FM	$20.00	(Mc-Guild)		T. Deal
KXKZ-F	107.5	100 KW @ 1066	Country	APR	$14.00	(---)	(RUSTON)	D. Hollingswo
KYEA-F	98.3	3 KW @ 300	Black		$20.00	(Durpetti)		J. Wilson

MORRISTOWN, NJ

MSA Rank/Pop: NA
ARB Rank/Pop: 95/360,500
Market TSL: 24.0
Average Person Ratings: 18.3

Diaries: 417/865:1
Sample Target: 400
% Below Line: 74.6
% Not Listed: 14.7

Retail $: 3.5 Bil
FM Share: 73.40%
Stations: 25/3

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING		
					S89	S88	S87
1. WXRK-F	61/ 9.2	5.2	5.3	797	22.1	16.8	13.8
2. WNEW-F	40/ 6.1	4.5	7.8	589	16.3	13.1	20.3
3. WHTZ-F	38/ 5.7	8.2	9.4	838	23.2	22.8	24.1
4. WLTW-F	36/ 5.4	4.2	6.0	553	15.3	15.0	15.6
5. WPAT-F	35/ 5.3	7.4	7.6	504	14.0	12.0	12.2
6. WPLJ-F	33/ 5.0	7.6	7.1	805	22.3	24.0	24.5
7. WYNY-F	31/ 4.7	5.2	3.9	489	13.6	12.6	13.0
8. WDHA-F	30/ 4.5	5.0	3.7	574	15.9	13.2	11.0
WXMC	30/ 4.5	3.0	2.6	271	7.5	3.5	3.1
10. WCBS-F	29/ 4.4	3.5	5.3	542	15.0	14.0	11.5
11. WABC	27/ 4.1	4.7	2.9	436	12.1	12.4	10.8
WOR	27/ 4.1	3.9	9.0	431	12.0	9.9	15.6

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WXKR-F >>	1. WLTW-F	1. WXRK-F	1. WHTZ-F
2. WHTZ-F	2. WXRK-F	2. WPAT-F	2. WFAN
3. WOR	3. WNEW-F	WPLJ-F	3. WPLJ-F
4. WNEW-F	4. WPAT-F	4. WHTZ-F	4. WQHT-F
5. WLTW-F	5.	5. WABC	WYNY

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WXRK-F >	1. WXKR-F >	1. WLTW-F
2. WNEW-F	2. WLTW-F	2. WCBS-F
3. WDHA-F	3. WNEW-F	WPAT-F
4. WHTZ-F	4. WYNY-F	4. WYNY-F
WNSR-F	5. WDHA-F	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCBS	880	New York	1.8/9.6
WFAN	660	New York	2.7/8.9
WINS	1010	New York	1.1/8.9
WNCN-F	104.3	New York	.6/4.9
WNEW	1130	New York	2.4/5.4
WNSR-F	105.1	New York	3.8/11.8
WPAT	930	Paterson	.3/2.6
WPST-F	97.5	Trenton	.3/2.1
WQCD-F	101.9	New York	3.5/7.5
WQHT-F	97.1	New York	2.3/8.6
WQXR-F	96.3	New York	1.2/3.3
WRKS-F	98.7	New York	.6/2.0

RADIO STATIONS

WMTR ,	1250,	5 KW/1 KW (DA-2),	MOR	APR,	$43.00	(Groskin)	(MORRISTOWN)	P. Arnow
WXMC ,	1310,	1 KW (DAYS,DA),	Nostalgia		$40.00	(K & P)	(PARSIPP)	R. Coppinger
WDHA-F,	105.5,	3 KW @ 300 ,	AOR		$60.00	(Groskin)	(DOVER)	R. Linder

Other ranked stations - See New York in Spring 89 edition

MUSKEGON, MI

MSA Rank/Pop: 235/160,300	Diaries: 454/283:1	Retail $: .84 Bil
ARB Rank/Pop: 198/128,700	Sample Target: 350	FM Share: 88.40%
Market TSL: 22.5	% Below Line: 11.4	Stations: 16/9
Average Person Ratings: 17.0	% Not Listed: 17.4	

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	METRO CUME	METRO CUME RATING S89	F88	S87
1. WSNX-F	50/22.8	23.2	22.0	---	25.4	538	41.8	34.3	41.7
2. WMUS-F	38/17.4	13.6	20.8	---	22.3	344	26.7	23.1	34.5
3. WQWQ-F	18/ 8.2	8.2	9.5	---	10.7	191	14.8	14.9	17.4
4. WLCS-F	13/ 5.9	6.8	4.2	---	3.6	164	12.7	12.7	11.7
5. WKBZ	12/ 5.5	6.8	7.1	---	6.6	156	11.2	17.5	17.2
6. WCXT-F	11/ 5.0	1.8	3.0	---	4.6	189	14.7	7.5	10.1

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WMUS-F	1. WSNX-F	1. WSNX-F >	1. WSNX-F >>
2. WSNX-F >>	2. WMUS-F >	2. WMUS-F >	2. WQWQ-F
3. WQWQ-F	3. WQWQ-F >>	3. WQWQ-F	3. WMUS-F
4. WKBZ	4. WLCS-F	4. WCXT-F	WGRD-F
5. WKBZ-F	5. WKBZ	WLCS-F	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WNSX-F >>	1. WMUS-F	1. WMUS-F >>
2. WLCS-F >	WSNX-F >>	2. WQWQ-F
3. WLAV-F	3. WLCS-F	3. WCXT-F
4.	4. WCXT-F	4. WKBZ-F
5.	5.	WSNX-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WKJR	15[illegible]	Muskegon Heights	.5/2.3
WMUS	1090	Muskegon	1.4/3.8
WBBM	780	Chicago	.5/2.7
WGRD-F	97.9	Grand Rapids	2.7/8.2
WJFM-F	93.7	Grand Rapids	.9/2.9
WKLQ-F	94.5	Holland	2.3/11.2
WKMM	1140	Kentwood	1.8/3.4
WLAV-F	96.9	Grand Rapids	2.7/7.4
WOOD-F	105.7	Grand Rapids	.5/3.9

RADIO STATIONS

WKBZ ,	850,	1 KW (DA-1),	MOR/AC	ABC I,	$See FM	(Roslin)		F. Tascone
WCXT-F,	105.3,	100 KW @ 650,	AC		$12.00	(K & P)	(HART)	L. Nalley
WKBZ-F,	95.3,	2 KW @ 367,	AC	ABC I,	$15.00	(Roslin)	(WHITEHALL)	F. Tascone
WLCS-F,	98.3,	3 KW @ 300,	Oldies		$ NA	(K & P)		R. Crow
WQWQ-F,	101.7,	3 KW @ 300,	EZ		$13.00	(Roslin)		W. Kuiper

WMUS, WSNX - See Grand Rapids in Spring 89 edition

NAPLES - MARCO ISLAND, FL

MSA Rank/Pop: 274/131,200	Diaries: 317/359:1	Retail $: 1.32 Bil
ARB Rank/Pop: 212/113,700	Sample Target: 280	FM Share: 81.32%
Market TSL: 23.75	% Below Line: 45.3	Stations: 13/6
Average Person Ratings: 17.7	% Not Listed: 17.4	

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. WCVU-F	22/10.9	17.4	19.9	271	23.8	26.1	36.2
2. WNOG	21/10.4	10.1	12.0	188	16.5	15.9	18.6
3. WIXI-F	20/10.0	8.1	6.0	221	19.4	14.6	13.5
4. WAVV-F	17/ 8.5	8.7	---	178	15.7	11.2	---
WRXK-F	17/ 8.5	8.7	12.0	180	15.8	13.9	21.1
6. WHEW-F	16/ 8.0	10.1	3.6	150	13.2	12.6	5.9
WINK-F	16/ 8.0	5.4	8.4	166	14.6	16.1	18.2
8. WLAZ-F	12/ 6.0	6.0	6.6	201	17.7	16.9	23.4
9. WZOR	10/ 5.0	9.4	---	44	3.9	7.7	---
10. WSGL-F	8/ 4.0	2.0	11.4	157	13.8	8.4	21.1

12+ AMD

1. WNOG
2. WCVU-F
3. WIXI-F <
4. WINK-F
5. WRXK-F

12+ MID

1. WRXK-F
2. WCVU-F
3. WIXI-F
4. WAVV-F >
5. WINK-F

12+ PMD

1. WIXI-F <
2. WCVU-F
3. WRXK-F
4. WNOG
5. WAVV-F

12+ EVE

1. WNOG
2. WCVU-F
3. WZOR
   WAVV-F
5.

ADULTS 18-34

1. WRXK-F >
2. WLAZ-F
3. WAVV-F
   WINK-F
5. WSGL-F

ADULTS 25-54

1. WAVV-F
2. WRXK-F
3. WHEW-F
4. WZOR
   WINK-F

ADULTS 35-64

1. WCVU-F >
2. WHEW-F
3. WNOG
   WAVV-F
5. WIXI-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCOO-F	98.3	Immokalee	0/2.0
WOOJ	1440	LeHigh Acres	0/ .2

RADIO STATIONS

WNOG, 1270, 5 KW/2.5 KW (DA-N) , NEWS/TALK	SMN, $ 23.00 (Roslin)	Palmer	J. Eddens
WZOR, 1490, 1 KW , HISPANIC	CRC, $ 10.00 (Caballero)		M. Ritchey
WIXI-F, 105.5, 1 KW @ 580, NOSTALGIA	SMN, $ 16.00 (Torbet)		M. Wodlinger
WLAZ-F, 93.5, 3 KW @ 300, ??	US 1, $ N/A (Roslin)		---
WSGL-F, 103.1, 2 KW @ 384, AC/OLDIES	, $ 22.00 (Banner)		B. Michael

Other ranked stations -- See Ft. Myers

NEW BEDFORD - FALL RIVER, MA

MSA Rank/Pop: 230/169,700 (New Bdf. only)
ARB Rank/Pop: 84/414,700
Market TSL: 24.25
Average Person Ratings: 18.2

Diaries: 480/864:1
Sample Target: 400
% Below Line: 65.6
% Not Listed: 11.1

Retail $: 4.0 Bil
FM Share: 73.96%
Stations: 36/8

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87	BIRCH SHR	AQH	CUME
1. WPRO-F	77/10.2	10.1	15.5	11.4	9.1	1026	24.7	33.6	25.5	16.6	123	1167
2. WHJY-F	71/ 9.4	8.6	9.0	9.2	8.4	785	18.9	17.2	21.6	11.1	82	707
3. WBSM	50/ 6.6	5.9	2.1	6.7	6.2	413	10.0	6.2	11.4	2.2	16	273
4. WLKW-F	44/ 5.8	4.1	6.6	10.6	8.6	501	12.1	13.8	17.3	6.5	48	475
5. WODS-F	39/ 5.2	3.3	4.8	2.2	---	477	11.5	11.3	---	3.2	24	416
6. WMYS-F	38/ 5.0	7.4	4.1	4.7	8.8	537	12.9	13.2	15.0	5.8	43	469
7. WWLI-F	30/ 4.0	3.4	3.3	3.8	3.1	332	8.0	8.9	10.2	1.8	13	215
8. WFHN-F	29/ 3.8	---	---	---	---	363	8.8	---	---	---	---	---

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WHJY-F	1. WHJY-F	1. WPRO-F	1. WBSM
2. WPRO-F >	2. WPRO-F	2. WHJY-F	2. WHJY-F
3. WBSM <	3. WLKW-F >	3. WLKW-F	3. WPRO-F >
4. WMYS-F	4. WMYS-F	4. WODS-F	4. WODS-F
5. WLKW-F	5. WWLI-F	5. WMYS-F	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WHJY-F >	1. WODS-F	1. WMYS-F
2 WPRO-F >	2. WPRO-F <	WLKW-F
3. WFHN-F	3. WHJY-F	WODS-F
4.	4. WMYS-F	4. WPRO-F
5.	5.	5. WWLI-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WALE	1400	Fall River	2.5/5.9
WARA	1320	Attleboro	1.2/3.4
WNBH	1340	New Bedford	1.3/6.1
WSAR	1480	Fall River	.4/3.1
WSNE-F	93.3	Tauton	2.4/8.4
WBCN-F	104.1	Boston	.4/3.0
WBOS-F	92.9	Brookline	.9/1.9
WBRU-F	95.5	Providence	1.3/5.6
WBZ	1030	Boston	1.5/5.1
WCAV-F	97.7	Brockton	1.6/2.5
WCIB-F	101.9	Falmouth	.7/2.4
WCRB-F	102.5	Watham	.4/2.7
WEEI	590	Boston	.8/3.5
WHDH	850	Boston	1.1/2.6
WHIM	1110	Providence	2.9/3.7
WHJJ	920	Providence	1.9/4.0
WJIB-F	96.9	Boston	1.6/4.7
WMJX-F	106.7	Boston	.7/3.1
WPLM	1390	Plymouth	0/ .3
WPRO	630	Providence	2.0/7.7
WRKO	680	Boston	1.1/2.9
WROR-F	98.5	Boston	.8/3.0
WVBF-F	105.7	Framington	.4/2.0
WWKX-F	106.3	Woonsocket	2.1/5.6
WXKS-F	107.9	Medford	2.0/4.4
WZLX-F	100.7	Boston	2.5/3.9
WZOU-F	94.5	Boston	2.5/9.0

RADIO STATIONS

WALE, 1400, 1 KW , TALK MBS, $ 24.00 (Mc-Guild) (FALL RIVER) F. Battaglia
WBSM, 1420, 5 KW/1 KW (DA-1) , NEWS/TALK NBC, $ 27.00 (Christal) Sage (NEW BEDFORD) D. Shackett

WFHN-F, 107.1, 3 KW @ 370, CHR , $ 20.00 (Christal) Sage (FAIRHAVEN) A. Robinson

Other ranked stations -- See Providence or Boston in Spring 1989 Edition of American Radio

NEWBURGH - MIDDLETOWN, NY

MSA Rank/Pop: NA
ARB Rank/Pop: 139/234,300
Market TSL: 24.25
Average Person Ratings: 18.7

Diaries: 463/506:1
Sample Target: 400
% Below Line: 75.8
% Not Listed: 9.8

Retail $: 2.03 Bil
FM Share: 82.78%
Stations: 29/5

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. WHUD-F	68/15.5	---	---	545	23.3	---	---
2. WSPK-F	50/11.4	---	---	646	27.6	---	---
3. WPDH-F	48/11.0	---	---	534	22.8	---	---
4. WGNY-F	21/ 4.8	---	---	309	13.2	---	---
5. WKOJ-F	17/ 3.9	---	---	314	13.4	---	---
6. WALL	16/ 3.7	---	---	246	10.5	---	---
7. WXRK-F	14/ 3.2	---	---	230	9.4	---	---
WYNY-F	14/ 3.2	---	---	174	7.4	---	---
9. WCBS-F	12/ 2.7	---	---	195	8.3	---	---
WFAN	12/ 2.7	---	---	239	10.2	---	---

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WHUD-F >	1. WHUD-F	1. WHUD-F <	1. WSPK-F
2. WPDH-F	2. WPDH-F	2. WSPK-F	2. WHUD-F
3. WSPK-F	3. WSPK-F >>	3. WPDH-F	3. WPDH-F
4. WALL	4. WGNY-F	4.	4.
5. WXRK-F	5. WYNY-F	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WPDH-F	1. WSPK-F	1. WHUD-F >>
2. WSPK-F >	2. WPDH-F	2. WPDH-F
3. WXRK-F	3. WHUD-F	3. WSPK-F
4. WGNY-F	4. WGNY-F	4.
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGNY	1220	Newburgh	.7/2.7
WTSX-F	96.7	Port Jervis	1.4/2.9
WABC	770	New York	2.5/8.4
WBLS-F	107.5	New York	.5/3.0
WBNR	1260	Beacon	2.5/4.9
WCBS	880	New York	2.1/9.6
WCZX-F	97.7	Hyde Park	2.1/6.8
WELV-F	99.3	Ellenville	1.8/3.8
WHTZ-F	100.3	Newark	2.3/9.6
WINS	1010	New York	.5/2.0
WLTW-F	106.7	New York	2.3/4.9
WNEW	1130	New York	.5/2.1
WNEW-F	102.7	New York	1.6/7.9
WNSR-F	105.1	New York	1.1/5.5
WOR	710	New York	.5/2.8
WPLJ-F	95.5	New York	2.3/9.2
WQHT-F	97.1	New York	1.1/5.5
WQXR-F	96.3	New York	1.1/4.2

RADIO STATIONS

WALL, 1340, 1 KW , MOR UPI, MBS, $ 29.00 (Katz) (MIDDLETOWN) S. MacWilliams

WGNY-F, 103.1, 3 KW @ 300, AC , $ N/A (---) (NEWBURGH) K. Gugliemi
WKOJ-F, 92.7, 3 KW @ 308, AOR (?) UPI, $ 33.00 (Katz) (MIDDLETOWN) S. MacWilliams

Other ranked stations -- See New York in Spring 1989 Edition or Poughkeepsie in this Edition.

NEW LONDON, CT

MSA Rank/Pop: 169/260,900
ARB Rank/Pop: 148/212,500
Market TSL: 21.25
Average Person Ratings: 16.5

Diaries: 432/492:1
Sample Target: 400
% Below Line: 37.7
% Not Listed: 20.3

Retail $: 1.97 Bil
FM Share: 77.78%
Stations: 23/7

12+ METRO		1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87	BIRCH SHR	AQH	CUME
1.	WQGN-F	53/15.1	17.6	---	711	33.5	32.3	---	21.1	75	814
2.	WWRX-F	34/ 9.7	12.4	---	474	22.3	26.6	---	13.0	46	476
3.	WCTY-F	28/ 8.0	12.9	---	398	18.7	21.4	---	9.6	34	413
4.	WTYD-F	19/ 5.4	7.1	---	331	15.6	18.4	---	5.9	21	301
5.	WICH	18/ 5.1	6.8	---	242	11.4	10.1	---	3.7	13	295
6.	WNLC	13/ 3.7	1.5	---	192	9.0	7.0	---	1.1	4	103
	WVVE-F	13/ 3.7	3.8	---	220	10.4	10.4	---	3.4	12	168
8.	WDRC-F	12/ 3.4	1.5	---	226	10.6	8.2	---	3.7	13	158
	WNCH-F	12/ 3.4	2.6	---	245	11.5	7.4	---	3.4	12	312
	WTIC	12/ 3.4	2.6	---	107	6.0	8.6	---	2.0	7	218

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WQGN-F >	1. WQGN-F	1. WQGN-F >	1. WQGN-F >
2. WWRX-F	2. WWRX-F	2. WWRX-F	2. WWRX-F >>
3. WCTY-F	3. WCTY-F	3. WCTY-F >	3. WKSS-F
4. WICH	4. WTYD-F	4. WTYD-F	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WQGN-F >	1. WWRX-F <	1. WCTY-F >
2. WWRX-F >>	2. WQGN-F >	2. WTYD-F WWRX-F
3. WHCN-F	3. WCTY-F	
4. WDRC-F	4. WTYD-F	4. WICH WQGN-F
5.	5.	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WSUB	980	Groton	.9/2.9
WAAF-F	107.3	Worcester	3.1/5.6
WCBS	880	New York	2.0/10.2
WCCC-F	106.9	Hartford	1.4/6.5
WERI	1230	Weslerly	.6/1.9
WFAN	660	New York	.9/3.7
WIOF-F	104.1	Waterbury	1.1/4.1
WKSS-F	95.7	Hartford	2.0/8.0
WOR	710	New York	1.1/2.0
WPLR-F	99.1	New Haven	.9/3.6
WRCH-F	100.5	New Britian	2.0/5.7
WTIC-F	1080	Hartford	.9/5.0
WWYZ-F	92.5	Waterbury	1.7/6.9

RADIO STATIONS

WICH,	1310,	5 KW (DA-2)	, AC	, $	N/A	(Torbet)	Hall (NORWICH)	R. Reed
WNLC,	1510,	10 KW/5 KW (DA)	, MOR	CBS, $	N/A	(Mc-Guild)		R. Elder
WCTY-F,	97.7,	3 KW @ 300,	COUNTRY	ABC-F, $	N/A	(Torbet)	Hall (NORWICH)	K. Dole
WQGN-F,	105.5,	3 KW @ 275,	CHR	, $	N/A	(Eastman)	Hartstone-Dick. (GROTON)	S. Wodlinger
WTYD-F,	100.9,	3 KW @ 330,	SOFT AC	, $	N/A	(Mc-Guild)		K. Elder
WVVE-F,	102.3,	3 KW @ 300,	AC	, $	20.00	(HNWH)	(STONINGTON)	D. Quinn

Other ranked stations -- See Providence or Hartford in Spring 1989 Edition of American Radio

NORTHWEST MICHIGAN, MI
(Traverse City - Petoskey - Charlevoix)

MSA Rank/Pop:
ARB Rank/Pop: 226/103,400
Market TSL: 24.0
Average Person Ratings: 18.6

Diaries: 290/ :1
Sample Target: 315
% Below Line: 2.1
% Not Listed: 17.7

Retail $:
FM Share: 96.2
Stations: 12/11

					METRO CUME RATING			BIRCH		
12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	S89	S88	S87	SHR	AQH	CUME
1. WKHQ-F	35/18.2	18.1	18.2	451	43.6	37.3	37.6	18.0	22	269
2. WTCM-F	27/14.1	14.6	10.7	246	23.8	19.2	18.9	2.5	3	66
3. WMBN-F	26/13.5	8.8	8.0	238	23.0	17.3	18.4	14.8	18	154
4. WLDR-F	16/ 8.3	8.2	1.6	198	19.1	13.1	7.6	---	---	---
5. WJML-F	10/ 5.2	4.1	8.6	175	16.9	12.9	22.0	9.0	11	158
WKPK-F	10/ 5.2	7.0	5.3	226	21.9	17.0	21.3	10.7	13	151
7. WKLT-F	9/ 4.7	6.4	8.0	159	15.4	10.6	18.1	2.5	3	20
8. WCCW-F	8/ 4.2	8.2	10.7	135	13.1	13.9	18.8	---	---	---
9. WTCM	6/ 3.1	2.3	.5	246	10.8	9.7	6.5	---	---	6
10. WMKC-F	4/ 2.1	3.5	3.2	59	5.7	5.7	7.5	6.6	8	78

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WKHQ-F	1. WKHQ-F	1. WKHQ-F	1. WHKQ-F >
2. WTCM-F <	WTCM-F	2. WMBN-F	2. WMBN-F >
3. WMBN-F	3. WMBN-F	3. WTCM-F >	3. WJML-F
4. WLDR-F	4. WLDR-F	4. WLDR-F	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WKHQ-F >>	1. WTCM-F	1. WTCM-F
2. WTCM-F	2. WKHQ-F	2. WMBN-F >
3. WKPK-F	3. WLDR-F >	3. WKHQ-F
WLDR-F	4. WCCW-F	4. WLDR-F
5. WKLT-F	WKLT-F	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WLTO-F	103.9	Harbor Springs	1.6/6.6
WGFM-F	105.1	Cheboygan	2.1/4.0

RADIO STATIONS

WTCM, 580, 5 KW/500 W (DA-2) , SEE WTCM-F (TRAVERSE CITY)

WCCW-F, 92.1, 3 KW @ 251, AC/OLDIES ABC-E, $ 14.00 (Durpetti) (TRAVERSE CITY) H. Payne
WMKC-F, 102.9, 100 KW @ 370, COUNTRY ABC-E, ABC-I, $ 12.00 (Patt) (ST. IGNACE) T. Ahlborn
WJML-F, 98.9, 100 KW @ 800, AC , $ 18.00 (HNWH) (PETOSKY) D. Dexter
WKHQ-F, 105.9, 100 KW @ 900, CHR ABC-C, $ 23.00 (Mc-Guild) Midwest Family (CHARLEVOIX) T. Moore

WKLT-F, 97.7, 1 KW @ 500, AOR SOURCE, $ 10.00 (Unirep) (KALKASKA) R. Box
WKPK-F, 106.7, 100 KW @ 570, CHR US 1, $ 12.00 (Michigan Spot) (GAYLORD) J. DeGrout
WLDR-F, 101.9, 100 KW @ 590, AC US 2, $ 14.00 (K & P) (TRAVERSE CITY) D. Wiitala
WMBN-F, 96.3, 100 KW @ 980, EZ MBS, $ 17.00 (Christal) MacDonald (PETOSKY) P. MacDonald
WTCM-F, 103.5, 100 KW @ 1000, COUNTRY ABC-I, $ 18.00 (Katz) (TRAVERSE CITY) R. Biederman

ODESSA-MIDLAND, TX

MSA Rank/Pop:
Midland: 307/114,700
Odessa: 269/133,700
ARB Rank/Pop: 154/202,500
Market TSL: 24.25
Average Person Ratings: 18.0

Diaries: 412/492:1
Sample Target: 380
% Below Line: 0
% Not Listed: 8.8

Retail $: 2.62 Bil
FM Share: 86.49%
Stations: 16/16

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87	BIRCH SHR	AQH	CUME
1. KNFM-F	62/17.0	10.3	12.8	603	29.8	21.4	23.9	14.4	51	563
2. KODM-F	49/13.4	16.1	16.8	467	23.1	29.6	23.5	11.6	41	559
3. KWES-F	36/ 9.9	13.5	14.3	529	26.1	24.4	29.2	9.6	34	430
4. KBAT-F	35/ 9.6	8.3	12.5	407	20.1	19.2	14.8	19.5	69	572
5. KGEE-F	23/ 6.3	10.6	8.8	231	11.4	16.3	13.3	5.6	20	303
6. KCHX-F	22/ 6.0	--	--	258	12.7	--	--	11.6	41	410
7. KWMJ-F	20/ 5.5	7.8	8.5	281	13.9	13.3	16.2	1.1	4	181
8. KQIP-F	17/ 4.7	2.9	6.1	223	11.0	9.8	12.0	5.9	21	201
9. KKKK-F	15/ 4.1	.6	--	193	9.5	5.0	--	2.3	8	93
10. KMND	12/ 3.3	3.4	1.2	75	3.7	4.9	2.3	--	--	28
11. KCRS	10/ 2.7	3.4	3.7	145	7.2	7.7	9.5	2.0	7	122
12. KIOL-F	9/ 2.5	3.2	2.1	189	9.3	5.8	3.1	.3	1	72
KNDA	9/ 2.5	9.2	3.7	116	5.7	8.4	6.2	1.1	4	182

12+ AMD

1. KNFM-F
2. KODM-F >
3. KWES-F <
4. KBAT-F
5.

12+ MID

1. KNFM-F
2. KODM-F >
3. KBAT-F
4. KGEE-F
5.

12+ PMD

1. KNFM-F
2. KODM-F >
3. KBAT-F
4. KWES-F
5.

12+ EVE

1. KWES-F
2. KNFM-F
3. KCHX-F
4. KODM-F
5. KBAT-F

ADULTS 18-34

1. KNFM-F
   KODM-F
3. KBAT-F >
4. KWES-F >
5. KCHX-F

ADULTS 25-54

1. KNFM-F >
2. KODM-F >
3. KBAT-F
4. KQIP-F
5. KGEE-F

ADULTS 35-64

1. KNFM-F >
2. KGEE-F
3. KQIP-F
4. KODM-F
5. KWMJ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KJBC	1150	Midland	2.2/4.3
KOYL	1310	Odessa	.8/1.7
KRIL	1410	Odessa	.8/3.6

RADIO STATIONS

KCRS, 550, 5 KW/1 KW (DA-2), COUNTRY	UPI, $ 12.00 (Mc-Guild)			P. Humes
KMND, 1510, 500 W (DAYS), OLDIES	ABC-I, $ 7.00 (Banner)	Bakke		K. Cooper
KBAT-F, 93.3, 100 KW @ 500, AOR	, $ 16.00 (Katz)			B. Hicks
KCHX-F, 106.7, 100 KW @ 613, ??	, $ N/A (---)			---
KGEE-F, 99.9, 100 KW @ 500, COUNTRY	, $ 20.00 (Republic)	Amer. Gen'l.	(MONAHANS)	J. Lovell
KIOL-F, 100.3, 100 KW @ 950, ??	, $ 14.00 (Target)		(LAMESA)	W. Bundy
KKKK-F, 99.1, 100 KW @ 410, RELIGION	, $ 8.00 (Walton)	McClure		P. George
KNFM-F, 92.3, 100 KW @ 985, COUNTRY	, $ 24.00 (Banner)	Bakke		K. Cooper
KODM-F, 97.9, 100 KW @ 360, AC (?)	, $ 23.00 (HNWH)			F. Hall
KQIP-F, 96.9, 100 KW @ 500, AC	SMN, $ 16.00 (Target)			R. Eisner
KWES-F, 102.1, 100 KW @ 970, CHR	, $ 25.00 (Christal)	Rusk	(MONAHANS)	M. Dearoff
KWMJ-F, 103.3, 100 KW @ 920, EZ	, $ 16.00 (Mc-Guild)			P. Hunes

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OWENSBORO, KY

MSA Rank/Pop: 331/87,400	Diaries: 273/261:1	Retail $: .74 Bil
ARB Rank/Pop: 251/71,400	Sample Target: 250	FM Share: 87.13%
Market TSL: 21.5	% Below Line: 49.5	Stations: 8/3
Average Person Ratings: 15.3	% Not Listed: 7.3	

12+ METRO		1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1.	WSTO-F	37/33.9	34.3	33.9	326	45.7	46.1	48.1
2.	WBKR-F	34/31.2	35.2	30.6	363	50.8	49.7	46.9
3.	WVJS	11/10.1	5.6	13.2	216	29.8	26.3	32.1
4.	WIKY-F	8/ 7.3	6.5	5.8	76	10.6	13.5	11.1
	WKDQ-F	8/ 7.3	5.6	6.6	111	15.5	17.0	16.1
6.	WOMI	2/ 1.8	2.8	3.3	69	9.7	10.8	12.1

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WBKR-F >>	1. WBKR-F >	1. WBKR-F <	1. WSTO-F >>
2. WSTO-F >	2. WSTO-F >>	2. WSTO-F	2. WBKR-F
3. WVJS >	3 WKDQ-F	3.	3.
4. WIKY-F	4. WVJS	4.	4.
5. WKDQ-F	5.	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WSTO-F >>	1. WBKR-F	1. WBKR-F >>
2. WBKR-F	2. WSTO-F >>	2. WIKY-F
3.	3. WVJS	3. WVJS
4.	WKDQ-F	WKDQ-F
5.	5.	WSTO-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGBF	1280	Evansville	0/ .4
WGBF-F	103.1	Henderson	.9/5.9

RADIO STATIONS

WOMI,	1490,	1 KW	, COUNTRY	NBC, $ 15.00 (---)		D. Murray
WVJS,	1420,	5 KW/1 KW (DA-2)	, MOR	ABC-C, $ 17.00 (Republic)		L. Norcia

Other ranked stations -- See Evansville in Spring 1989 Edition of American Radio

PALM SPRINGS, CA

MSA Rank/Pop: NA
ARB Rank/Pop: 188/146,200
Market TSL: 25.25
Average Person Ratings: 18.9

Diaries: 331/442:1
Sample Target: 300
% Below Line: 1.8
% Not Listed: 15.2

Retail $: NA
FM Share: 68.08%
Stations: 18/16

12+ METRO		1/4/SHARE	FALL 88	SPG 88	FALL 87	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1.	KUNA	31/11.2	4.1	7.9	10.0	1.0	148	10.1	10.8	5.3
2.	KCMJ-F	27/ 9.7	14.9	12.4	6.1	2.9	310	21.2	19.0	12.0
3.	KDES-F	22/ 7.9	4.5	8.7	10.0	14.8	66	19.1	23.4	34.6
	KPLM-F	22/ 7.9	12.7	6.2	11.5	8.1	240	16.4	17.3	17.1
5.	KCHV-F	21/ 7.6	5.2	8.7	6.1	5.2	188	12.9	9.1	10.7
	KWXY-F	21/ 7.6	9.7	12.0	13.4	13.3	197	13.5	18.7	18.0
7.	KPSI-F	19/ 6.9	9.7	6.6	13.4	19.5	264	18.1	20.3	33.2
8.	KCMJ	18/ 6.5	6.0	4.1	2.7	3.8	129	8.8	9.7	8.5
9.	KBZT-F	12/ 4.3	4.1	5.4	3.1	--	118	8.1	10.3	--
	KPSI	12/ 4.3	4.5	3.3	1.9	4.3	159	10.9	6.1	6.0
11.	KVIM	10/ 3.6	3.0	3.3	4.6	3.3	105	7.2	7.8	7.3
12.	KEZN-F	9/ 3.2	5.2	7.4	3.1	4.8	98	6.7	12.8	9.4

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KUNA	1. KCHV-F	1. KDES-F	1. KUNA >
2. KCMJ-F	2. KPLM-F	2. KCMJ-F <	2. KPSI-F
3. KCMJ	3. KUNA <	3. KCHV-F	3. KPLM-F
4. KDES-F	4. KDES-F <	KPLM-F	KCMJ-F
KWXY-F	5. KWXY-F	5. KUNA	5. KWXY-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KUNA	1. KDES-F	1. KDES-F
2. KCMJ-F	2. KCHV-F	2. KCMJ
3. KCHV-F >>	3. KUNA	KPLM-F >
4. KPSI-F	4. KPLM-F >	4. KUNA
5.	5. KCMJ	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDES	920	Palm Springs	0/4.5
KNWZ	1270	Palm Desert	1.4/5.5
KROR-F	106.9	Yucca Valley	.7/4.4
KWXY	1340	Cathedral City	0/3.0
KLOS-F	95.5	Los Angeles	1.1/5.7
KTWV-F	94.7	Los Angeles	.7/2.9

RADIO STATIONS

KCMJ,	1140,	10 KW/2.5 KW (DA-N),	COUNTRY	CBS,	$ 14.00 (Mc-Guild)		S. Kimer
KPSI,	1440,	1 KW	, TALK	ABC-I,	$ 15.00 (Christal)		R. Supple
KUNA,	1400,	1 KW	, HISPANIC	CRC,	$ 14.00 (Katz)		T. Ayers
KVIM,	970,	5 KW/1 KW	, HISPANIC	,	$ 12.00 (Lotus)		S. Gorges
KBZT-F,	96.7,	650 W @ 578,	OLDIES	TRNSTR,	$ 14.00 (K & P)	(LA QUINTA)	E. Kibby
KCHV-F,	93.7,	26 KW @ 680,	CLASSIC AOR	,	$ N/A (Republic)	(COACHELLA)	S. Gorges
KCMJ-F,	92.7,	1 KW @ 578,	AC	,	$ 16.00 (Mc-Guild)	(INDIO)	---
KDES-F,	104.7,	42 KW @ 540,	AC	,	$ 36.00 (HNWH)		J. Tourtelot
KEZN-F,	103.1,	640 W @ 590,	EZ	MBS,	$ 17.00 (Torbet)		L. Ward
KPLM-F,	106.1,	50 KW @ 392,	SOFT AC	APR,	$ 28.00 (Katz)		J. Keye
KPSI-F,	100.9,	3 KW @ 300,	CHR	,	$ 28.00 (Christal)		R. Supple
KWXY-F,	98.5,	50 KW @ 500,	EZ	,	$ 19.00 (Eastman)	(CATHEDRAL CITY)	G. Barnett

PANAMA CITY, FL

MSA Rank/Pop: 276/130,400
ARB Rank/Pop: 219/108,600
Market TSL: 23.25
Average Person Ratings: 16.9

Diaries: 305/356:1
Sample Target: 260
% Below Line: 0
% Not Listed: 14.1

Retail $: .94 Bil
FM Share: 93.67%
Stations: 8/8

		SPG	SPG	METRO	METRO CUME RATING			B I R C H		
12+ METRO	1/4/SHARE	88	87	CUME	S89	S88	S87	SHR	AQH	CUME
1. WPAP-F	39/21.2	13.5	23.9	359	33.1	24.8	35.7	22.8	42	351
2. WFSY-F	29/15.8	18.2	25.4	392	36.1	28.3	34.0	15.2	28	283
3. WPFM-F	28/15.2	25.7	16.7	317	29.2	36.1	33.0	22.8	42	394
4. WILN-F	23/12.5	8.1	2.9	193	17.8	16.8	10.7	11.4	21	214
5. WRBA-F	13/ 7.1	5.4	4.3	153	14.1	8.9	5.5	4.9	9	119
6. WGNE	10/ 5.4	7.4	8.7	112	10.3	12.9	12.7	6.0	11	113
7. WWZR-F	9/ 4.9	6.8	.2	114	10.5	13.1	9.2	5.4	10	135
8. WPCF-F	7/ 3.8	---	--	87	6.0	---	---	.5	1	51

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WPAP-F	1. WFSY-F	1. WPAP-F	1. WPFM-F
2. WFSY-F >	2. WPAP-F	2. WPFM-F	2. WPAP-F >
3. WPFM-F	3. WILN-F	3. WFSY-F <	3. WILN-F
4. WILN-F	4. WPFM-F	4. WILN-F	4. WPCF-F
5. WRBA-F	5.	5.	5. WFSY-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WPFM-F	1. WFSY-F	1. WPAP-F >>
2. WFSY-F >	2. WPAP-F	2. WFSY-F >
WILN-F	3. WILN-F	3. WGNE >
4. WPAP-F	4. WPFM-F	4. WILN-F
5. WRBA-F	5. WRBA-F	WRBA-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING/

NONE

RADIO STATIONS

WGNE, 590, 1.7 KW/2.5 KW (DA-N), EZ	ABC-I, $ 10.00 (Torbet)	Woodfin	R. Sheffield
WFSY-F, 98.5, 100 KW @ 1050, OLDIES	ABC-D, $ 28.00 (Torbet)	Woodfin	R. Sheffield
WILN-F, 105.9 50 KW @ 500, CLASSIC ROCK	, $ 20.00 (Banner)		J. Broaddus
WPAP-F, 92.5, 100 KW @ 1230, COUNTRY	, $ 25.00 (Mc-Guild)		W. Bowman
WPCF-F, 100.1, 2 KW @ 371, ??	, $ N/A (---)		---
WPFM-F, 107.9, 100 KW @ 840, CHR	, $ 26.00 (Christal)		R. Wahlberg
WRBA-F, 95.9, 3 KW @ 300, SOFT AC	, $ 13.00 (---)	(SPRINGFIELD)	P. Bardach
WWZR-F, 94.5, 100 KW @ 991, AOR (?)	SMN, $ 15.00 (Roslin)	(PORT ST. JOE)	R. Kight

PARKERSBURG-MARIETTA, WV-OH

MSA Rank/Pop: 240/154,600
ARB Rank/Pop: 197/129,000
Market TSL: 22.5
Average Person Ratings: 16.8

Diaries: 396/326:1
Sample Target: 330
% Below Line: 4.1
% Not Listed: 12.9

Retail $: 1.0 Bil
FM Share: 80.42%
Stations: 13/10

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. WNUS-F	47/21.7	15.9	12.7	427	33.1	25.9	26.4
2. WXIL-F	37/17.1	28.0	28.5	517	40.1	42.9	42.5
3. WXKX-F	30/13.8	16.9	14.5	280	21.7	31.3	23.6
4. WEYQ-F	15/ 6.9	8.5	7.3	268	20.8	19.7	12.6
5. WKYG	13/ 6.0	4.2	8.5	167	12.9	12.1	16.2
6. WADC	10/ 4.6	3.7	6.1	124	9.6	9.6	9.3
WMGP-F	10/ 4.6	10.6	7.3	194	15.0	18.4	13.2
8. WMOA	9/ 4.1	3.2	1.2	114	8.8	7.0	4.3

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WXIL-F <	1. WNUS-F >	1. WNUS-F	1. WNUS-F
2. WNUS-F >	2. WXIL-F <	2. WXIL-F >	2. WXIL-F
3. WXKX-F >	3. WXKX-F >>	3. WXKX-F >	3. WXKX-F
4. WEYQ-F	4. WMGP-F <	4. WEYQ-F	4. WEYQ-F
5.	5. WADC	5. WADC	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WXIL-F >	1. WNUS-F	1. WNUS-F >>
2. WNUS-F	2. WXIL-F	2. WXIL-F
3. WXKX-F >	3. WXKX-F >>	3. WXKX-F
4. WEYQ-F	4. WMGP-F	4.
5.	5. WKYG	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDMX-F	100.1	Vienna/Parkrsbrg	1.8/4.1
WLTP	1450	Parkersburg	2.3/5.9
WRRR-F	93.9	St. Marys	1.4/7.9
WRZZ-F	106.1	Ravenswood	1.4/6.0
WTCR-F	103.3	Huntington	1.4/3.0

RADIO STATIONS

WADC,	1050,	5 KW/143 W	, NOST	MBS, CBS,	$ 14.00 (Regional Reps)		D. Milhoan
WKYG,	1230,	1 KW (DA-1)	, COUNTRY	ABC-E,	$ 13.00 (Mc-Guild)	Fritz	J. Beard
WMOA,	1490,	1 KW	, EZ	,	$ 25.00 (Regional Reps)	(MARIETTA)	J. Wharff
WEYQ-F,	94.3,	3 KW @ 200,	AC/OLDIES	,	$ 11.00 (Savalli)	(MARIETTA)	G. Siegfried
WMGP-F,	99.3,	3 KW @ 210,	AC	,	$ 17.00 (---)		D. Milhoan
WNUS-F,	107.1,	2 KW @ 370,	COUNTRY	,	$ 22.00 (Dome)	Somerset (BELPRE)	L. Petronio
WXIL-F,	95.1,	50 KW @ 500,	CHR	,	$ 18.00 (Katz)	Burbach	---
WXKX-F,	103.1,	730 W @ 556,	COUNTRY	ABC-E,	$ 15.00 (Mc-Guild)	Fritz	J. Beard

PASCAGOULA-MOSS POINT, MS

MSA Rank/Pop: 277/129,600
ARB Rank/Pop: 228/101,900
Market TSL: 22.0
Average Person Ratings: 16.8

Diaries: 284/359:1
Sample Target: 280
% Below Line: 61.4
% Not Listed: 19.3

Retail $: .63 Bil
FM Share: 100%
Stations: 16/3

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. WKNN-F	28/16.4	15.2	19.9	288	28.3	23.1	30.0
2. WQID-F	22/12.9	9.9	16.6	311	30.5	28.4	33.8
3. WKKY-F	17/ 9.9	14.6	7.3	150	14.7	18.6	15.3
4. WZKX-F	14/ 8.2	15.9	4.6	201	19.7	23.2	13.3
5. WAVH-F	12/ 7.0	4.0	.7	148	14.5	8.3	2.5
6. WGUD-F	10/ 5.8	8.6	7.9	108	10.6	19.0	17.9
WBLX-F	10/ 5.8	4.0	7.9	126	12.4	9.7	13.8
8. WOSM-F	6/ 3.5	4.0	6.0	83	8.1	8.1	12.0

12+ AMD

1. WKNN-F
2. WKKY-F
3. WQID-F
4. WGUD-F
5. WZKX-F

12+ MID

1. WKNN-F >
2. WQID-F
   WAVH-F
   WGUD-F
5. WKKY-F

12+ PMD

1. WKNN-F >
2. WQID-F
3. WAVH-F
4. WZKX-F
5. WKKY-F

12+ EVE

1. WQID-F >
2. WKNN-F
3. WBLX-F
4. WZKX-F
5.

ADULTS 18-34

1. WQID-F >
2. WKNN-F
3. WZKX-F
4.
5.

ADULTS 25-54

1. WKNN-F >
2. WQID-F
3. WAVH-F
4. WKKY-F
5.

ADULTS 35-64

1. WKNN-F >
2. WKKY-F >
3. WGUD-F
   WAVH-F
5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WABB-F	97.5	Mobile/Pensacola	2.9/14.0
WKRG-F	99.9	Mobile	1.8/ 4.1
WKSJ-F	94.9	Mobile	.6/ 3.5
WMEZ-F	94.1	Pensacola	1.8/ 3.1
WTKI-F	102.3	Gulfport	2.9/ 5.3
WXLS-F	107.1	Gulfport	1.2/ 5.8

RADIO STATIONS

WGUD-F,	106.3,	2.3 KW @ 350,	Country		$13.00	(---)		G. Murphy
WKKY-F,	104.9,	3 KW @ 223,	CHR	ABC R,	$17.00	(K & P)		S. Farnham
WOSM-F,	103.1,	3 KW @ 328,	Religion (?)		$10.00	(---)	(OCEAN SPRINGS)	C. Cooper

Other ranked stations - See Biloxi in this edition or Mobile in Spring 1989 edition of American Radio

POUGHKEEPSIE, NY

MSA Rank/Pop: 170/260,700
ARB Rank/Pop: 147/220,200
Market TSL: 23.5
Average Person Ratings: 18.0

Diaries: 426/517:1
Sample Target: 400
% Below Line: 33.1
% Not Listed: 16.7

Retail $: 1.71 Bil
FM Share: 76.67%
Stations: 22/8

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. WSPK-F	55/13.9	19.0	13.5	678	30.8	35.4	32.0
2. WPDH-F	51/12.9	17.3	16.4	658	29.9	28.5	28.3
3. WHUD-F	49/12.4	11.0	11.6	491	22.3	16.6	25.7
4. WCZX-F	36/ 9.1	4.2	5.8	488	22.2	14.6	13.3
5. WKIP	23/ 5.8	4.2	7.9	267	12.1	9.0	13.1
6. WEOK	13/ 3.3	4.2	3.4	199	9.0	10.0	8.5
WGNA-F	13/ 3.3	.8	1.6	126	5.9	2.1	2.5

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WSPK-F <	1. WPDH-F	1. WPDH-F	1. WSPK-F >
2. WHUD-F >	2. WHUD-F	2. WSPK-F	2. WPDH-F >
3. WPDH-F	3. WCZX-F	3. WCZX-F <	3. WHUD-F
4. WCZX-F	4. WSPK	4. WHUD-F	4.
5. WKIP	5.	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WPDH-F >>	1. WCZX-F <	1. WHUD-F >>
2. WSPK-F /	2. WPDH-F	2. WSPK-F
3. WCZX-F	3. WSPK-F	3. WCZX-F
4.	WHUD-F	WKIP-F
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBNR	1260	Beacon	2.0/5.5
WHVW	950	Hyde Park	1.8/4.6
WMJV-F	105.5	Patterson	1.5/6.0
WABC	770	New York	2.5/6.9
WBPM-F	94.3	Kingston	1.8/5.6
WCBS	880	New York	1.8/9.4
WDST-F	101.1	Woodstock	.8/2.8
WFAN	660	New York	2.3/8.0
WGNY-F	103.1	Newburgh	1.3/5.7
WQHT-F	97.1	New York	1.0/3.3
WQXR-F	96.3	New York	2.0/4.2
WRKI-F	95.1	Brookfield	1.3/3.9
WRKS-F	98.7	New York	.5/3.0
WXRK-F	92.3	New York	1.0/3.5
WYNY-F	103.5	LK Success	1.3/4.6

RADIO STATIONS

WEOK ,	1390,	5 KW/106 W	, MOR	ABC D,	$20.00	(Phillips)		M. Harris
WKIP ,	1450,	1 KW (DA-1)	, AC	ABC I,	$19.00	(Katz)		
WHVW ,	950,	500 W/57 W	, MOR/Nostalgia	MBS,	$23.00	(Andrews)		L. Kinney
WBNR ,	1260,	1 KW/500 W (DA-1),	Oldies	ABC E,	$16.00	(HNWH)	(BEACON)	R. Lessner
WCZX-F,	97.7,	300 W @ 1030	, Classic Rock		$33.00	(Katz)	(HYDE PARK)	H. Gregor
WPDH-F,	101.5,	4.5 KW @ 1560	, AOR	ABC R,	$50.00	(Phillips)		M. Harris
WSPK-F,	104.7,	7.4 KW @ 1250	, CHR	ABC FM,	$42.00	(HNWH)		R. Lessner

RAPID CITY, SD

MSA Rank/Pop: 340/78,500
ARB Rank/Pop: 241/81,800
Market TSL: 23.5
Average Person Ratings: 18.2

Diaries: 307/266:1
Sample Target: 250
% Below Line: 1.3
% Not Listed: 10.7

Retail $: .68 Bil
FM Share: 61.65%
Stations: 11/10

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. KGGG-F	38/25.5	22.8	25.0	345	42.2	34.1	42.9
2. KSQY-F	19/12.8	14.0	11.2	169	20.7	21.9	17.1
3. KKLS	16/10.7	4.4	7.8	148	18.1	14.3	15.4
4. KKMK-F	13/ 8.7	8.1	10.3	163	19.9	25.1	21.3
5. KIMM	11/ 7.4	12.5	13.8	147	18.0	25.1	19.3
KOTA	11/ 7.4	6.6	9.5	190	23.2	18.9	25.6
7. KTOQ	8/ 5.4	6.6	5.2	109	13.3	13.7	15.2
8.							

12+ AMD

1. KGGG-F >>
2. KOTA
3. KKLS
4. KKMK-F
5. KSQY-F

12+ MID

1. KGGG-F >
2. KSQY-F
3. KIMM
   KKLS
5. KKMK-F

12+ PMD

1. KGGG-F >
2. KSQY-F >
3. KKLS
   KKMK-F
5.

12+ EVE

1. KGGG-F >>
2.
3.
4.
5.

ADULTS 18-34

1. KGGG-F >
2. KSQY-F >>
3. KKMK-F
4.
5.

ADULTS 25-54

1. KKLS
2. KGGG-F
3. KKMK-F
   KSQY-F
5.

ADULTS 35-64

1. KKLS >>
2. KOTA
3. KEZV-F
4.
5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KRCS-F	93.1	Sturgis	2.0/9.4
KSLT-F	107.3	Spearfish	1.3/4.6

RADIO STATIONS

KBHB,	810,	25 KW (DAYS)	, COUNTRY	UPI,	$ 12.00 (K & P)	(STURGIS)	D. Caldwell
KIMM,	1150,	5 KW/27 W	, COUNTRY	ABC-E,	$ 21.00 (Christal)	Ingstad	R. Hanson
KKLS,	920,	5 KW/100 W (DAYS)	, MOR	US 2, TRANSTR,	$ 14.00 (Mc-Guild)	S. Minn.	R. Currier
KOTA,	1380,	5 KW (DA-N)	, AC	CBS, MBS,	$ 13.00 (Katz)		W. Duhamel
KTOQ,	1340,	1 KW	, COUNTRY	NBC,	$ 15.00 (K & P)		T. Kerns
KEZV-F,	101.1,	85 KW @ 1600,	EZ/SOFT AC	APR,	$ 9.00 (---)	(SPEARFISH)	M. Herrick
KGGG-F,	100.3,	100 KW @ 450,	CHR	ABC-R,	$ 26.00 (Christal)	Ingstad	R. Hanson
KKMK-F,	93.9,	100 KW @ 650,	??	CNN, SOURCE,	$ 17.00 (Mc-Guild)	S. Minn.	R. Currier
KSQY-F,	95.1,	100 KW @ 1707,	AOR	,	$ 14.00 (Torbet)	(DEARWOOD)	C. McNeil

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READING, PA

MSA Rank/Pop: 145.324,600
ARB Rank/Pop: 127/279,600
Market TSL: 24.0
Average Person Ratings: 18.1

Diaries: 461/606:1
Sample Target: 400
% Below Line: 46.0
% Not Listed: 11.1

Retail $: 2.63 Bil
FM Share: 70.67%
Stations: 26/5

		FAL	SPG	FAL	SPG	METRO	METRO CUME RATING			B I R C H		
12+ METRO	1/4/SHARE	88	88	87	87	CUME	S89	S88	S87	SHR	AQH	CUME
1. WRFY-F	100/19.8	16.8	22.1	13.5	16.3	1075	38.4	37.7	33.7	23.8	112	1105
2. WEEU	54/10.7	11.2	11.4	10.0	8.0	599	21.4	24.4	21.9	7.9	37	459
3. WRAW	39/ 7.7	5.0	7.7	9.4	6.6	413	14.8	13.9	14.2	7.2	34	331
4. WMMR-F	29/ 5.7	4.3	5.4	5.5	7.8	397	14.2	10.8	13.7	6.6	31	468
5. WYSP-F	24/ 4.7	5.8	6.9	4.8	5.7	406	14.5	14.3	14.5	7.7	36	452
6. WIOV-F	23/ 4.5	8.0	3.9	4.1	6.6	367	13.1	8.6	11.6	4.5	21	330
7. WAGO	22/ 4.3	3.9	3.9	4.6	5.7	323	11.6	11.6	11.6	1.5	7	228
8. WEAZ-F	21/ 4.2	4.3	2.6	5.2	4.7	361	12.9	7.1	8.8	3.6	17	311
9. WFLN-F	17/ 3.4	1.3	.9	.7	.6	164	5.9	2.9	4.2	2.1	10	90
10. KYW	14/ 2.8	2.4	2.4	2.2	1.7	311	11.1	7.7	11.4	1.5	7	320

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WRFY-F >	1. WRFY-F >>	1. WRFY-F >>	1. WRFY-F >
2. WEEU >	2. WEEU >	2. WEEU	2. WIOV-F
3. WRAW	3. WRAW >	3 WRAW	3. WEEU
4. WMMR-F	4. WEAZ-F <	4. WMMR-F	4. WNCE-F
5. WYSP-F	5. WNCE-F	5.	5. WYSP-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WRFY-F >>	1. WRFY-F >>	1. WRFY-F >
2. WYSP-F	2. WEEU	2. WEEU
3. WMMR-F	WMMR-F	3. WRAW
4.	4. WAGO	4.
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBYO-F	107.5	Boyertown	.4/3.9
WAEB	790	Allentown	.6/2.5
WAEB-F	104.1	Allentown	1.6/4.9
WDAC-F	94.5	Lancaster	1.2/2.6
WEGX-F	106.1	Philadelphia	2.4/9.3
WFMZ-F	100.7	Allentown	1.2/4.1
WHP-F	97.3	Harrisburg	.4/2.5
WKSZ-F	100.3	Media	.6/3.7
WMGK-F	102.9	Philadelphia	1.4/3.9
WNCE-F	101.3	Lancaster	1.0/2.7
WOGL-F	98.9	Philadelphia	2.0/7.5
WSNI-F	104.5	Philadelphia	1.8/6.0
WWDB-F	96.5	Philadelphia	1.8/3.9
WXTU-F	92.5	Philadelphia	1.0/5.2
WZZO-F	95.1	Bethlehem	1.6/3.4

RADIO STATIONS

WAGO ,	1240,	1 KW		, Oldies	APR,	$ NA	(HNWH)	J. Weinlein
WEEU ,	850,	1 KW	(DA-N)	, MOR	ABC E,	$ NA	(Mc-Guild)	R. Schipp
WRAW ,	1340,	1 KW		, MOR	CBS,	$ NA	(Torbet)	T. Franco
WBYO-F,	107.5,	30 KW @ 610		, Religion	APR,	$ NA	(---)	D. Hendricks
WRFY-F,	102.5,	15 KW @ 820		, CHR		$47.00	(Torbet)	T. Franco

Other ranked stations - See Philadelphia or Lancaster in Spring '89 edition

REDDING, CA

MSA Rank/Pop: 259/138,700
ARB Rank/Pop: 208/115,400
Market TSL: 21.0
Average Person Ratings: 15.3

Diaries: 307/376:1
Sample Target: 290
% Below Line: 9.0
% Not Listed: 19.8

Retail $: .91 Bil
FM Share: 80.99%
Stations: 12/9

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. KNCQ-F	33/18.6	20.0	13.0	293	25.4	26.8	18.5
2. KEWB-F	25/14.1	27.3	29.0	299	25.9	27.3	29.0
3. KSHA-F	24/13.6	14.2	4.1	230	19.9	17.5	13.4
4. KQMS	15/ 8.5	6.5	10.4	213	18.5	12.1	15.9
5. KARZ-F	13/ 7.3	9.7	7.8	217	18.8	16.5	15.2

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KNCQ-F >	1. KNCQ-F >	1. KNCQ-F	1. KEWB-F >
2. KQMS	2. KSHA-F >	2. KEWB-F	2. KNCQ-F >
3. KEWB-F >	3. KEWB-F <	3. KSHA-F >	3. KQMS
4. KSHA-F	4. KARZ-F	4. KARZ-F	KSHA-F
5. KARZ-F	5.	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KNCQ-F	1. KNCQ-F >>	1. KSHA-F
2. KEWB-F >	2. KSHA-F	2. KNCQ-F
3. KARZ-F	3. KEWB-F	3. KQMS
4.	4. KARZ-F	4.
5.	5. KQMS	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDJQ-F	102.7	Red Bluff	2.3/9.0
KHTE	600	Redding	1.7/6.1
KLXR-F	1230	Redding	2.3/6.5
KRDG	1330	Redding	2.8/6.8
KALF-F	95.7	Red Bluff	3.4/5.8
KCEZ-F	100.7	Corning	2.3/6.8
KFMF	93.9	Chico	3.4/9.0

RADIO STATIONS

KQMS ,	1400,	1 KW	,	MOR	ABC E,	$16.00	(Katz)	John Price	G. Hill
KARZ-F,	106.1,	100 KW @ 2000	,	AC		$18.00	(Christal)	(BURNEY)	M. Martin
KEWB-F,	94.3,	3 KW @ 300	,	CHR		$21.00	(Torbet)	(ANDERSON)	M. Breck
KNCQ-F,	97.3,	28 KW @ 3500	,	Country		$29.00	(Durpetti)		C. McCarthy
KSHA-F,	104.3,	100 KW @ 1650	,	AC	ABC D,	$15.00	(Katz)	John Price	G. Hill

ROCHESTER, MN

MSA Rank/Pop: 322/10,000
ARB Rank/Pop: 243/80,900
Market TSL: 21.5
Average Person Ratings: 16.3

Diaries: 262/309:1
Sample Target: 250
% Below Line: 2.9
% Not Listed: 17.4

Retail $: .93 Bil
FM Share: 78.90%
Stations: 14/7

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. KROC-F	35/26.5	20.9	21.0	389	48.1	39.2	36.8
2. KWWK-F	14/10.6	6.4	4.0	130	16.1	13.2	12.4
3. KNXR-F	12/ 9.1	10.9	9.0	153	18.9	20.1	17.9
4. KRCH-F	9/ 6.8	8.2	12.0	176	21.8	23.1	30.0
KROC	9/ 6.8	12.7	13.0	170	21.0	22.0	21.3
KWEB	9/ 6.8	3.6	8.0	138	17.1	15.3	21.7
KJJO-F	9/ 6.8	3.6	3.0	109	13.5	6.2	4.3
8. KOLM	4/ 3.0	9.1	1.0	52	6.4	9.3	2.4

12+ AMD

1. KROC-F >>
2. KRCH-F
3. KNXR-F
   KWWK-F
5. KWEB

12+ MID

1. KROC-F >
2. KWWK-F >
3. KNXR-F
4. KRCH-F
5.

12+ PMD

1. KROC-F >>
2. KWWK-F
3. KNXR-F
4. KRCH-F
5.

12+ EVE

1. KROC-F >>
2. KJJO-F
3. KROC
   KWEB
5.

ADULTS 18-34

1. KROC-F >>
2. KRCH-F
   KJJO-F
4.
5.

ADULTS 25-54

1. KROC-F >
2. KWWK-F >
3. KRCH-F
4. KROC
5.

ADULTS 35-64

1. KWWK-F
2. KROC-F >
3. KNXR-F
   KWEB
5. KROC

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAUS-F	99.9	Austin	2.3/9.0
KEEY-F	102.1	St. Paul	.8/3.1
KQRS-F	92.5	Golden Valley	.8/6.7
WCCO	830	Minneapolis	.8/7.2
WIZM-F	93.3	La Crosse	.8/5.9
WLTE-F	102.9	Minneapolis	.8/6.4

RADIO STATIONS

KOLM ,	1520,	10 KW (DAYS),	?	MBS,	$14.00	(Mc-Guild)		H. Bill
KROC ,	1340,	1 KW ,	MOR/AC	ABC I,	$22.00	(Torbet)	So. Minn	G. Gentling
KWEB ,	1270,	5 KW/1KW (DA-2),	MOR/AC	NBC,	$21.00	(HNWH)		C. Mahlman
KNXR-F,	97.5,	100 KW @ 600 ,	EZ	ABC E,	$12.00	(K & P)		T. Jones
KRCH-F,	101.7,	710 W @ 560 ,	AC	NBC,	$18.00	(HNWH)		C. Mahlman
KROC-F,	106.9,	100 KW @ 1110 ,	CHR	Source,	$30.00	(Torbet)	So. Minn	G. Gentling
KWWK-F,	96.5,	31 KW @ 623 ,	Country	MBS,	$18.00	(Mc-Guild)		H. Bill

KJJO - See Minneapolis in Spring '89 edition

ST. CLOUD, MN

MSA Rank/Pop: 219/179,000
ARB Rank/Pop: 187/146,700
Market TSL: 25.0
Average Person Ratings: 19.2

Diaries: 384/382:1
Sample Target: 340
% Below Line: 38.7
% Not Listed: 12.8

Retail $: 1.63 Bil
FM Share: 73.58%
Stations: 20/9

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. KCLD-F	46/16.3	13.5	16.5	527	35.9	34.2	30.3
2. WCCO	26/ 9.2	13.5	8.4	364	24.8	24.1	19.8
3. WWJO-F	25/ 8.9	9.3	8.9	241	16.4	16.4	18.6
4. WJON	22/ 7.8	11.0	6.8	280	19.1	24.2	18.7
5. KKSR-F	19/ 6.7	---	---	213	14.5	---	---
6. KQQL-F	15/ 5.3	2.1	3.0	207	14.1	8.7	5.6
KSTP-F	15/ 5.3	5.1	3.4	184	12.5	14.3	10.2
8. KASM	14/ 5.0	4.6	11.0	118	8.0	8.6	12.1

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KCLD-F	1. KCLD-F	1. KCLD-F	1. KCLD-F >>
2. WJON	2. WWJO-F	2. WWJO-F	2. WCCO
3. WCCO	3. WCCO	3. WCCO	3. WJON
4. WWJO-F <	4. KKSR-F	4. KKSR-F	4.
5. WSTP-F	5. KSTP-F	5. KQQL-F	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KCLD-F >	1. KCLD-F	1. WCCO
2. KKSR-F	2. KKSR-F	2. WWJO-F >
3. KSTP-F	3. KQQL-F	3. KCLD-F
4. KQRS-F	4. WWJO-F	4. WJON
5.	WCCO	5. KQQL-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCLD	1450	St. Cloud	.4/2.4
KMSR-F	94.3	Sauk Centre	.7/3.1
WHMH-F	101.7	Sauk Rapids	2.1/7.9
WVAL	660	Sauk Rapids	.7/3.3
KDWB-F	101.3	Richfield	1.4/6.0
KEEY-F	102.1	St. Paul	3.2/10.6
KJJO-F	104.1	St. Louis Park	1.8/5.2
KQIC-F	102.5	Willmar	1.4/3.3
KQRS	1440	Golden Valley	0/ .7
KQRS-F	92.5	Golden Valley	3.9/14.6
WLOL-F	99.5	Minneapolis	2.8/9.7
WLTE-F	102.9	Minneapolis	4.3/13.6

RADIO STATIONS

KASM ,	1150,	2.5 KW (DAYS),	Country		$10.00	(---)	(ALBANY)	B. Gretsch
WJON ,	1240,	1 KW ,	MOR	ABC E,	$19.00	(Tucker)		J. Hansen
KCLD-F,	104.7,	100 KW @ 500,	CHR	ABC C/ABC I,	$32.00	(Roslin)		C. Johnson
KKSR-F,	96.1,	3 KW @ 300,	AC		$13.00	(---)		J. Geibel
WWJO-F,	98.1,	100 KW @ 470,	Country	ABC E,	$19.00	(Tucker)		J. Hansen

Other ranked stations - See Minneapolis in Spring '89 edition

SAN ANGELO, TX

MSA Rank/Pop:	Diaries: 249/ :1	Retail $:
ARB Rank/Pop: 242/81,700	Sample Target: 250	FM Share: 89.47%
Market TSL: 21.75	% Below Line: 0	Stations: 9/9
Average Person Ratings: 15.8	% Not Listed: 11.6	

12+ METRO		1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1.	KGKL-F	38/29.5	17.2	20.3	368	45.0	26.0	35.9
2.	KIXY-F	23/17.8	30.2	32.5	300	36.5	39.7	44.2
3.	KBIL-F	13/10.1	9.5	2.4	208	35.5	22.4	14.6
	KELI-F	13/10.1	13.8	7.3	121	14.8	21.3	15.9
5.	KSJT-F	9/ 7.0	8.6	7.3	65	8.0	8.8	10.1
6.	KGKL	6/ 4.7	2.3	.8	118	14.4	11.5	10.6
	KTEO-F	6/ 4.7	1.7	8.1	166	20.3	9.2	8.9
8.	KAYJ	5/ 3.9	6.0	3.3	104	12.7	15.7	7.9

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KGKL-F >>	1. KGKL-F >>	1. KGKL-F >>	1. KGKL-F
2. KIXY-F	2. KIXY-F >	2. KIXY-F >	KIXY-F >
3. KBIL-F	3. KELI-F >	3. KBIL-F >	3. KBIL-F
4. KELI-F	4. KBIL-F	4. KELI-F	4.
5. KGKL	KGKL	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KGKL-F >>	1. KGKL-F >>	1. KGKL-F >>
2. KIXY-F >	2. KIXY-F >	2. KELI-F
3. KBIL-F >	3. KELI-F >	KIXY-F >
4. KELI-F	4. KSJT-F	4. KSJT-F
5. KSJT-F	5.	5. KGKL

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KTEO 1340 San Angelo .8/5.8

RADIO STATIONS

KAYJ,	1260,	1 KW/250 W	, OLDIES		, $ 12.00 (Torbet)	W. Foster
KGKL,	960,	5 KW/1 KW (DA-N)	, MOR	ABC-I,	$ 14.00 (Katz)	A. Lewis
KBIL-F,	92.9,	100 KW @ 729,	AC (?)		, $ 10.00 (Banner)	S. Everett
KELI-F,	98.7,	100 KW @ 1290,	EZ	APR,	$ 14.00 (K & P)	G. Thomas
KGKL-F,	97.5,	100 KW @ 500,	COUNTRY	ABC-I,	$ 21.00 (Katz)	A. Lewis
KIXY-F,	94.7,	100 KW @ 360,	CHR		, $ 25.00 (Torbet)	W. Foster
KSJT-F,	107.5,	100 KW @ 606,	HISPANIC		, $ 14.00 (Lotus)	V. Guajardo
KTEO-F,	93.9,	100 KW @ 710,	COUNTRY		, $ 15.00 (Banner)	L. Parr

SANTA BARBARA, CA

MSA Rank/Pop:	134/353,700	Diaries:	424/390:1	Retail $:	1.8 Bil
ARB Rank/Pop:	174/165,300	Sample Target:	360	FM Share:	68.44%
Market TSL:	21.75	% Below Line:	17.4	Stations:	20/12
Average Person Ratings:	16.3	% Not Listed:	16.7		

12+ METRO	1/4/SHARE	FALL 88	SPG 88	FALL 87	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. KTYD-F	33/12.2	17.9	14.0	12.1	8.9	525	11.8	8.3	12.5
2. KRUZ-F	25/ 9.3	9.1	9.1	10.1	10.6	368	22.3	20.7	18.0
3. KTMS	20/ 7.4	6.3	6.6	8.2	7.6	290	15.1	17.7	19.6
4. KHTY-F	19/ 7.0	7.7	9.5	12.5	10.2	369	22.3	21.1	24.6
KLIT-F	19/ 7.0	9.5	.8	.8	.8	262	15.8	5.5	3.0
6. KIST	17/ 6.3	2.5	3.3	5.4	5.1	179	10.8	12.7	13.0
KMGQ-F	17/ 6.3	5.6	9.9	7.8	10.2	276	16.7	18.9	20.3
8. KDB -F	14/ 5.2	5.6	5.8	4.7	8.5	71	12.9	12.8	17.5
9. KNX	12/ 4.4	2.8	3.7	5.1	3.8	205	12.4	10.4	10.9
10. KCAQ-F	10/ 3.7	2.8	1.7	3.1	3.8	195	11.8	8.3	12.5
KTRO	10/ 3.7	1.4	---	1.9	3.8	74	4.5	---	4.4

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KTYD-F >	1. KRUZ-F	1. KTYD-F	1. KTYD-F
2. KTMS <	2. KTYD-F	2. KRUZ-F >	2. KHTY-F
3. KRUZ-F	3. KMGQ-F	3. KHTY-F	3. KDB -f
4. KMGQ-F <	KIST	4. KLIT-F <	4. KTMS
5. KIST	5.	5. KMGQ-F	5. KLIT-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KTYD-F >	1. KTYD-F	1. KRUZ-F
2. KHTY-F >	KLIT-F	2. KIST
3. KMGQ-F	3. KIST	KLIT-F
4. KTRO	4. KMGQ-F	4. KDB -F
5.	5. KRUZ-F	KTMS

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBBQ	990	Santa Barbara	.7/4.1
KCQR-F	94.5	Ellwood	3.0/9.2
KDB	1490	Santa Barbara	0/4.3
KESP	1290	Santa Barbara	1.5/3.4
KFI	640	Los Angeles	.7/3.0
KHAY-F	100.7	Ventura	1.1/3.3
KLOS-F	95.5	Los Angeles	1.1/6.1
KMPC	710	Los Angeles	1.5/2.8
KTWV-F	94.7	Los Angeles	1.1/2.9

RADIO STATIONS

KIST ,	1340 ,	1 KW	, Oldies		$14.00	(CBS)		
KTMS ,	1250 ,	2.5 KW/1 KW (DA-1),	Talk	ABC T, APR	$28.00	(Christal)		W. Johnson
KDB -F,	93.7 ,	13 KW @ 870	, Classical		$23.00	(CMB)		R. Scott
KHTY-F,	97.5 ,	18 KW @ 2920	, CHR	ABC F,	$28.00	(Christal)		W. Johnson
KLIT-F,	101.7 ,	300 W @ 810	, Soft AC	Transtar,	$ NA	(Republic)		C. Whatley
KMGQ-F,	106.3 ,	365 W @ 879	, AC		$24.00	(CBS)		B. Kaplan
KRUZ-F,	103.3 ,	105 KW @ 2980	, Btfl/EZ		$43.00	(Katz)		C. Schuele
KTYD-F,	99.9 ,	34 KW @ 1278	, AOR		$40.00	(Mc-Guild)	Home News	A. Reimer

Other ranked stations - See Los Angeles or Oxnard in Spring 1989 edition of American Radio

SANTA FE, NM

MSA Rank/Pop: 312/110,000
ARB Rank/Pop: 238/91,100
Market TSL: 23.0
Average Person Ratings: 17.3

Diaries: 334/273:1
Sample Target: 260
% Below Line: 55.7
% Not Listed: 19.0

Retail $: .75 Bil
FM Share: 70.31%
Stations: 18/5

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. KKBR-F	17/10.8	8.6	2.6	199	21.8	14.1	8.5
2. KDCE	13/ 8.2	3.9	7.8	71	7.8	7.7	9.5
3. KNYN-F	10/ 6.3	3.9	10.5	136	14.9	11.7	14.2
KNMQ-F	10/ 6.3	7.8	11.1	167	18.3	25.3	28.4
KRST-F	10/ 6.3	5.5	3.3	127	13.9	14.6	9.5
6. KKOB-F	9/ 5.7	7.0	7.2	95	16.4	14.7	21.7
7. KRSN	7/ 4.4	.8	2.6	88	9.7	4.3	6.1
KIVA	4/ 4.4	4.7	5.2	129	14.2	13.4	19.0
9. KTRC	6/ 3.8	3.1	4.6	56	6.1	8.1	14.3
KZRR-F	6/ 3.8	8.6	2.6	135	14.8	14.7	11.3

12+ AMD

1. KKBR-F <
2. KDCE >
3. KRSN
4. KRST-F
5.

12+ MID

1. KKBR-F >
2. KNYN-F
3. KRST-F <
4. KKOB-F
5.

12+ PMD

1. KKBR-F >
2. KNYN-F
3. KNMQ-F
4. KKOB-F
KRST-F

12+ EVE

1. KFMG-F
2. KNMQ-F >
3. KKBR-F
KKJY-F
5.

ADULTS 18-34

1. KKBR-F
2. KKOB-F
KRST-F
KZRR-F
5.

ADULTS 25-54

1. KKBR-F >
2. KNYN-F
3. KRST-F
4. KKOB-F
KLSK-F

ADULTS 35-64

1. KKBR-F >
2. KNYN-F
3. KTRC
4. KRSN
KRST-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KMIK	810	Santa Fe	2.5/4.8
KFMG-F	107.9	Albuquerque	3.8/14.2
KHFM-F	96.3	Albuquerque	3.2/9.8
KKJY-F	100.3	Albuquerque	2.5/9.0
KKOB	770	Albuquerque	.6/10.4
KKSS-F	97.3	Santa Fe	1.9/6.6
KLSK-F	104.1	Albuquerque	3.2/8.6
KMGA-F	99.5	Albuquerque	3.2/11.3

RADIO STATIONS

KDCE, 970, 1 KW	, HISPANIC	UPI, $ 14.00 (Lotus)	(ESPANOLA)	R. Garcia
KMIK, 810, 5 KW (DAYS)	, OLDIES	CBS, MBS, $ 10.00 (---)		B. Sims
KRSN, 1490, 1 KW	, MOR	ABC-I, $ 11.00 (---)	(LOS ALAMOS)	D. Burns
KTRC, 1400, 1 KW	, NOSTALGIA	ABC-I, $ 14.00 (Eastman)		B. Hamilton

KNYN-F, 95.5, 100 KW @ 280, COUNTRY MBS, $ 17.00 (---) ---

Other ranked stations -- See Albuquerque in Spring 1989 Edition of American Radio

SANTA ROSA, CA

MSA Rank/Pop: 132/358,400
ARB Rank/Pop: 117/307,300
Market TSL: 23.5
Average Person Ratings: 17.7

Diaries: 433/710:1
Sample Target: 400
% Below Line: 58.7
% Not Listed: 12.1

Retail $: 2.38 Bil
FM Share: 60.54%
Stations: 28/7

12+ METRO	1/4/SHARE	FALL 88	SPG 88	FALL 87	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. KABL-AF	66/12.1	6.0	7.4	8.4	7.6	594	12.2	12.1	10.0
2. KZST-F	56/10.3	9.7	9.0	10.7	11.0	626	20.4	22.5	24.3
3. KXFX-F	42/ 7.7	6.2	2.9	4.4	4.0	548	17.8	7.8	7.6
4. KRQR-F	30/ 5.5	5.6	4.7	3.4	3.3	421	13.7	11.5	9.4
5. KFRC	29/ 5.3	5.2	5.1	4.6	4.4	384	12.5	13.1	11.7
KGO	29/ 5.3	7.9	8.6	11.5	7.3	623	20.3	15.7	17.6
7. KNBR	27/ 5.0	1.5	5.5	3.2	4.4	499	16.2	13.7	14.3
8. KNEW	25/ 4.6	2.6	3.7	4.4	6.6	338	11.0	8.9	12.7
9. KCBS	22/ 4.0	6.4	4.3	4.4	5.2	454	14.8	13.9	17.0
10. KHTT-F	18/ 3.3	4.9	5.9	4.2	6.4	387	12.6	21.1	17.9
11. KMGG-F	16/ 2.9	3.7	3.7	4.8	4.6	376	12.2	13.3	12.1
KMEL-F	16/ 2.9	2.6	2.7	2.2	1.9	272	8.9	9.4	7.1

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KZST-F	1. KZST-F <	1. KABL-AF >	1. KNBR >
2. KABL-AF	2. KABL-AF	2. KZST-F	2. KGO
3. KGO	3. KXFX-F	3. KXFX-F >	3. KABL-AF
4. KXFX-F <	4. KRQR-F	4. KRQR-F	4.
5. KNEW	5.	5. KNEW	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KXFX-F	1. KZST-F >	1. KZST-F
2. KZST-F	2. KXFX-F >	KABL-AF
3. KRQR-F	3. KRQR-F	3. KNBR
4.	4. KGO	4. KNEW
5.	KNBR	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KRPQ-F	104.9	Rohnert Park	2.8/7.8
KRVE	1150	Santa Rosa	.4/2.1
KSRO	1350	Santa Rosa	1.8/8.9
KBLX-F	102.9	Berkley	.7/3.4
KDFC	1220	Palo Alto	-/1.4
KDFC-F	102.1	San Francisco	1.7/5.3
KFOG-F	104.5	San Francisco	2.0/4.7
KIOI-F	101.3	San Francisco	1.7/7.1
KITS-F	105.3	San Francisco	1.7/6.0
KKSF-F	103.7	San Francisco	.4/2.8
KOIT	1260	San Francisco	.2/ .5
KOIT-F	96.5	San Francisco	1.5/4.9
KSAN-F	94.5	San Francisco	1.1/4.9
KSFO	560	San Francisco	2.2/7.6
KYA -F	93.3	San Francisco	.9/4.6

RADIO STATIONS

KSRO,	1350,	5 KW (DA-N)	, MOR	NBC, $ 22.00	(Torbet)	Fuller-Jeffrey		T. DeVota
KHTT-F,	92.9,	2.3 KW @ 2100,	CHR	, $ 30.00	(Torbet)	Fuller-Jeffrey	(HEALDSBURG)	T. DeVota
KMGG-F,	97.7,	450 W @ 1000,	OLDIES	, $	(Republic)	Liggett	(MONTE RIO)	K. Bjugstad
KRPQ-F,	104.9,	340 W @ 915,	COUNTRY	, $ 23.00	(---)		(ROHNERT PARK)	R. Castro
KXFX-F,	101.7,	18 KW @ 360,	AOR	, $ 35.00	(HNWH)			J. Detz
KZST-F,	100.1,	3 KW @ 240,	AC	, $ 38.00	(Mc-Guild)			G. Zlot

Other ranked stations -- See San Francisco in Spring 1989 Edition of American Radio

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SIOUX CITY, IA

MSA Rank/Pop: 308/114,600
ARB Rank/Pop: 236/93,800
Market TSL: 21.5
Average Person Ratings: 16.0

Diaries: 304/309:1
Sample Target: 290
% Below Line: 4.7
% Not Listed: 11.3

Retail $: .78 Bil
FM Share: 64.66%
Stations: 8/6

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. KSEZ-F	33/22.0	12.5	20.0	292	31.1	29.0	32.9
2. KGLI-F	32/21.3	25.0	24.4	332	35.4	39.4	40.1
3. KKMA-F	21/14.0	6.6	6.7	260	27.7	17.0	17.5
KMNS	21/14.0	16.2	11.9	197	21.0	23.7	18.3
5. KSCJ	16/10.7	11.0	14.1	183	19.5	26.8	28.1
6. WNAX	4/ 2.7	.7	.7	50	5.3	7.0	3.8
7. WOW	3/ 2.0	5.1	.7	71	7.6	10.4	6.4
KWSL	3/ 2.0	8.1	11.1	107	11.4	17.1	19.1

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KSCJ <	1. KSEZ-F >	1. KGLI-F	1. KGLI-F >>
2. KSEZ-F	2. KGLI-F	2. KSEZ-F >	2. KSEZ-F
3. KMNS	3. KMNS	3. KKMA-F	3. KKMA-F
4. KGLI-F	4. KKMA-F >	4. KMNS	4. KSCJ
5. KKMA-F	5. KSCJ	5. KSCJ	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KSEZ-F	1. KSEZ-F	1. KKMA-F
2. KGLI-F	2. KKMA-F	2. KMNS >
3.	3. KGLI-F >	3. KSEZ-F >
4.	4. KMNS	4. KSCJ
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

KMNS,	620, 1 KW (DA-2)	, COUNTRY	MBS, $ 12.00 (Christal)	Sage		J. Schnacke
KSCJ,	1360, 5 KW (DA-N)	, MOR	ABC-I, $ 12.00 (K & P)			L. Magnuson
KWSL,	1470, 5 KW (DA-2)	, OLDIES/MOR	ABC-C, $ 7.00 (Torbet)			J. Daniels
KGLI-F,	95.5, 100 KW @ 900,	CHR	ABC-C, $ 24.00 (Torbet)			J. Daniels
KKMA-F,	99.5, 100 KW @ 794,	SOFT AC	TRNSTR, $ 13.00 (Marv Roslin)		(LEMARS)	R. Olson
KSEZ-F,	97.9, 100 KW @ 609,	AOR	NBC, SOURCE, $ 19.00 (Christal)	Sage		J. Schnacke

SPRINGFIELD, IL

MSA Rank/Pop: 207/191,500
ARB Rank/Pop: 179/161,100
Market TSL: 22.75
Average Person Ratings: 17.6

Diaries: 363/444:1
Sample Target: 370
% Below Line: 1.8
% Not Listed: 10.9

Retail $: 1.41 Bil
FM Share: 71.03%
Stations: 12/9

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. WYMG-F	51/18.0	23.3	17.9	426	26.4	35.1	28.4
2. WDBR-F	41/14.5	7.9	11.8	509	31.6	24.3	25.7
3. WFMB-F	35/12.4	12.1	17.2	330	20.5	27.4	26.3
WTAX	35/12.4	9.2	9.0	432	26.8	20.8	24.2
5. WNNS-F	34/12.0	18.4	8.6	390	24.2	32.4	25.8
6. WMAY	20/ 7.1	5.9	7.9	224	13.9	11.0	16.6
7. WCVS	15/ 5.3	4.3	3.6	193	12.0	15.5	13.7
8. WVEM-F	11/ 3.9	4.9	9.0	197	12.2	35.1	28.4

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WTAX	1. WYMG-F >	1. WYMG-F >	1. WDBR-F >
2. WYMG-F	2. WDBR-F <	2. WDBR-F <	2. WTAX
3. WFMB-F	3. WNNS-F	3. WNNS-F	WYMG-F <
4. WDBR-F	4. WFMB-F	4. WFMB-F	4. WNNS-F
WMAY	5. WTAX	5.	5. WFMB-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WYMG-F >>	1. WYMG-F	1. WTAX
2. WDBR-F >	2. WNNS-F	2. WNNS-F
3. WNNS-F	3. WFMB-F	3. WMAY
4. WFMB-F	4. WDBR-F	WFMB-F
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WLUL-F	97.7	Petersburg	1.8/3.6
KMOX	1102	St. Louis	1.1/5.8
WDZQ-F	95.1	Decatur	.4/3.5
WKZW-F	93.3	Peoria	.4/4.0

RADIO STATIONS

WCVS,	1450,	1 KW	, MOR	ABC-D,	$ 18.00	(Mc-Guild)		G. Newhoff
WMAY,	970,	1 KW/500 W (DA-2)	, COUNTRY	NBC,	$ N/A	(HNWH)	Mid. Family	T. Kushak
WTAX,	1240,	1 KW	, MOR	CBS, MBS,	$ N/A	(Christal)	Sage	---
WDBR-F,	103.7,	50 KW @ 320,	CHR	,	$ 24.00	(Christal)	Sage	---
WFMB-F,	104.5,	43 KW @ 427,	COUNTRY	ABC-I,	$ N/A	(Mc-Guild)		G. Neuhoff
WNNS-F,	98.7,	50 KW @ 500,	AC	US 1,	$ N/A	(HNWH)	Mid Family	T. Kushak
WVEM-F,	101.9,	50 KW @ 300,	EZ	ABC-E,	$ 16.00	(K & P)		D. Rion
WYMG-F,	100.5,	50 KW @ 500,	AOR	,	$ 29.00	(Katz)	Saga (JACKSONVILLE)	P. Donsbach

STAMFORD-NORWALK, CT

MSA Rank/Pop: 204/198,000 (Stamford)
ARB Rank/Pop: 126/280,800
Market TSL: 23.5
Average Person Ratings: 18.2

Diaries: 431/651:1
Sample Target: 400
% Below Line: 59.1
% Not Listed: 15.7

Retail $: 2.12 Bil
FM Share: 67.75%
Stations: 32/7

12+ METRO	1/4/SHARE	FALL 88	SPG 88	FALL 87	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. WSTC	37/7.2	6.1	8.4	7.9	7.3	453	16.1	14.6	13.6
2. WHTZ-F	31/6.1	3.7	4.9	5.2	4.1	442	15.7	13.7	11.7
3. WCBS	29/5.7	4.5	5.4	6.9	5.0	554	19.7	22.6	14.3
4. WEZN-F	28/5.5	5.2	3.8	8.2	6.4	416	14.8	13.0	16.3
5. WEBE-F	25/4.9	3.7	5.1	4.2	2.3	392	14.0	12.0	12.4
6. WRKS-F	22/4.3	3.5	4.1	2.0	3.0	184	6.6	5.0	5.8
7. WXRK-F	20/3.9	4.5	4.9	3.2	4.5	245	8.7	10.8	14.7
WGMX-F	20/3.9	5.0	3.8	3.5	3.9	306	10.9	9.8	13.0
9. WPAT-F	17/3.3	.6	---	.7	2.0	103	3.7	---	4.6
10. WLTW-F	16/3.1	2.4	2.3	1.7	2.0	263	9.4	5.8	7.2

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WSTC	1. WPAT-F <	1. WEZN-F	1. WHTZ-F >
2. WCBS >	2. WGMX-F	2. WEBE-F	2. WEZN-F <
3. WEBE-F	WSTC	3. WSTC	3. WRKS-F
4. WHTZ-F	4.	4. WGMX-F	4. WSTC
5.	5.	WHTZ-F	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WHTZ-F	1. WEBE-F >	1. WSTC
2. WXRK-F	2. WSTC	2. WEZN-F
3. WRKS-F	3. WGMX-F	3. WCBS
WGMX-F	WEZN-F	4. WEBE-F
5. WEBE-F	WCBS	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCPS	1260	Westpoint	2.0/2.6
WGCH	1490	Greenwich	2.0/5.9
WJAZ-F	96.7	Stamford	2.5/5.8
WNLK	1350	Norwalk	2.7/6.4
WABC	770	New York	1.8/7.1
WBLS-F	107.5	New York	1.4/5.1
WCBS-F	101.1	New York	2.0/8.3
WDRE-F	92.7	Garden City	1.6/4.7
WFAN	660	New York	2.3/8.9
WINS	1010	New York	.8/4.4
WNCN-F	104.3	New York	2.7/7.8
WNEW	1130	New York	.8/4.1
WNEW-F	102.7	New York	2.5/8.1
WNSR-F	105.1	New York	1.2/8.0
WOR	710	New York	1.4/4.4
WPAT	930	Paterson	.6/ .6
WPLJ-F	95.5	New York	2.3/11.2
WQCD-F	101.9	New York	.8/3.9
WQHT-F	97.1	New York	1.4/4.6
WQXR-F	963	New York	1.2/5.9
WRKI-F	95.1	Brookfield	.6/2.8
WYNY-F	103.5	Lake Success	2.0/7.5

RADIO STATIONS

WGCH, 1490, 1 KW	, MOR	NBC, APR, $ 39.00 (Roslin)	W. Broadhurst
WNLK, 1350, 1 KW/500 W (DA-N)	, AC	ABC-E, $ 37.00 (Christal)	M. Hanson
WSTC, 1400, 1 KW	, ??	ABC-I, $ 80.00 (Katz)	W. Lada
WGMX-F, 95.9, 3 KW @ 300, AC		, $ 74.00 (Christal)	M. Hanson
WJAZ-F, 96.7, 3 KW @ 330, JAZZ		, $ 38.00 (Katz)	W. Lada

Other ranked stations -- See New York or Bridgeport in Spring 1989 Edition of American Radio

STAUNTON - WAYNESBORO, VA

MSA Rank/Pop: NA
ARB Rank/Pop: 245/80,000
Market TSL: 23.0
Average Person Ratings: 17.5

Diaries: 239/335:1
Sample Target: 250
% Below Line: 5.7
% Not Listed: 22.9

Retail $: .61 Bil
FM Share: 46.30
Stations: 13/11

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. WKDW	24/17.1	24.4	26.3	246	30.8	30.2	37.4
2. WSGM-F	22/15.7	21.3	19.3	305	38.1	29.6	38.8
3. WTON	12/ 8.6	5.5	7.0	160	20.0	17.9	21.1
4. WSVA	9/ 6.4	4.7	4.4	107	13.4	7.2	7.9
5. WANV-F	7/ 5.0	7.1	4.4	114	14.3	15.1	12.1
6. WANV	6/ 4.3	6.3	8.8	86	10.8	13.6	18.6
WQPO-F	6/ 4.3	2.4	4.4	133	16.6	10.0	15.2
8. WXLK-F	5/ 3.6	---	.9	41	5.1	---	4.5
9. WSKO-F	4/ 2.9	---	---	62	7.8	---	---
WZKT	4/ 2.9	.8	3.5	54	6.8	8.0	7.8

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WKDW	1. WKDW >	1. WKDW	1. WSGM-F >>
2. WSGM-F >	2. WSGM-F >	2. WSGM-F >	2. WQPO-F
3. WSVA >	3. WANV-F	3. WANV	WSVA
4. WTON	WTON >	4. WQPO-F	4. WKDW
5.	5. WZKT	WTON	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WSGM-F >>	1. WKDW >	1. WKDW >>
2. WKDW	2. WSGM-F >	2. WSGM-F >
WQPO-F	3. WTON	3. WTON
4. WTON	4.	4. WANV-F
5.	5.	WSKO-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WKCY-F	104.3	Harrisburg	2.1/10.4
WNLR	1150	Churchville	2.1/ 6.3
WWWV-F	97.5	Charlottesville	2.1/ 7.6

RADIO STATIONS

WANV,	970,	5 KW/1 KW (DA-2)	, COUNTRY	SMN, MBS, $ 9.00	(---)		C. Rogers
WKDW,	900,	2.5 K2/129 W	, COUNTRY	APR, $ 13.00	(---)		N. Brooks
WSVA,	550,	5 KW/1 KW	, TALK	, $ N/A	(Republic)	Verstandig	(HARRISONBURG) D. Ridgeway
WTON,	1240,	1 KW	, VARIETY	ABC-E, $ 8.00	(---)	Ogden	R. Koon
WZKT,	1490,	1 KW	, MOR	CNN, $ 9.00	(---)		S. Slocum
WANV-F,	99.7,	1 KW @ 2400	, AC	MBS, $ 11.00	(---)		C. Rogers
WQPO-F,	100.7,	50 KW @ 500	, CONTEMP	APR, $ N/A	(Republic)	Verstandig	(HARRISONBURG) D. Ridgeway
WSGM-F,	93.5,	3 KW @ 330	, CHR	APR, $ 15.00	(---)		N. Brooks
WSKO-F,	105.5,	3 KW @ 300	, ??	, $ N/A	(---)	(BUFFALO GAP)	---

TEXARKANA, TX

MSA Rank/Pop: 295/119,900
ARB Rank/Pop: 230/98,500
Market TSL: 21.5
Average Person Ratings: 15.4

Diaries: 332/297:1
Sample Target:280
% Below Line: 23.0
% Not Listed: 28.3

Retail $: .82 Bil
FM Share: 83.49%
Stations: 18/11

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. KTWN-F	19/12.5	7.0	15.3	245	24.9	18.0	19.6
2. KXAR-F	17/11.2	12.4	4.5	152	15.4	12.4	10.8
3. KCMC	15/ 9.9	10.9	9.9	186	18.9	16.3	15.5
4. KTAL-F	14/ 9.2	10.9	9.0	165	16.8	17.0	16.6
5. KLLI-F	12/ 7.9	7.8	8.1	165	16.8	14.4	17.4
6. KRMD-F	11/ 7.2	10.1	8.1	180	18.3	14.8	17.7
7. KMLA-F	6/ 3.9	3.9	3.6	157	15.9	11.1	11.3
KTUX-F	6/ 3.9	3.9	2.7	116	11.8	10.9	9.0

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KCMC	1. KTWN-F >	1. KTWN-F	1. KXAR-F >>
2. KTWN-F	2. KCMC	2. KTAL-F	2. KTAL-F
3. KLLI-F	3. KRMD-F	3. KRMD-F	3. KTWN-F
4. KXAR-F	4. KLLI-F	4. KCMC	4. KRMD-F
5. KTAL-F	5. KTAL-F	5. KXAR-F	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KTWN-F	1. KTWN-F >	1. KTWN-F
KTAL-F	2. KLLI-F	2. KCMC
3. KXAR-F	3. KXAR-F >	3. KLLI-F
4. KLLI-F	4. KTAL-F	4. KRMD-F
5. KRMD-F	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KALT	900	Atlanta	0/ .9
KPYN-F	99.3	Atlanta	1.3/3.8
KMLA	1400	Texarkana	.7/6.6
KOSY-F	102.5	Texarkana	.7/8.8
KTWN	940	Texarkana	.7/4.5
KITT-F	93.7	Shreveport	2.0/9.6
KRMD	1340	Shreveport	0/ .5
KWKH	1130	Shreveport	.7/4.0
KWKH-F	94.5	Shreveport	0/4.4

RADIO STATIONS

KCMC ,	740,	1 KW (DA-1) ,	Country	MBS,	$12.00	(K & P)		D. Davis
KLLI-F,	95.9,	1 KW @ 450 ,	AC		$12.00	(Mc-Guild)	(HOOKS)	R. Weber
KMLA-F,	103.9,	2.6 KW @ 355 ,	Country		$ 8.00	(---)	(ASHDOWN, AR)	G. Leach
KTWN-F,	107.1,	1 KW @ 490 ,	Country	ABC E,	$11.00	(Roberts)		J. Bell
KXAR-F,	101.7,	3 KW @ 300 ,	Black	SBN,	$ 8.00	(K & P)	(HOPE, AR)	N. Mason

Other ranked stations - See Shreveport in Spring '89 edition

TRENTON, NJ

MSA Rank/Pop: 144/325,800
ARB Rank/Pop: 129/276,500
Market TSL: 23.0
Average Person Ratings: 17.4

Diaries: 404/684:1
Sample Target: 400
% Below Line: 52.5
% Not Listed: 21.6

Retail $: 2.61 Bil
FM Share: 67.72%
Stations: 28/7

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. WPST-F	38/ 7.9	5.4	8.3	573	20.7	22.3	26.6
2. WMMR-F	28/ 5.8	6.5	4.7	534	19.3	16.6	12.1
WUSL-F	28/ 5.8	5.0	6.4	290	10.5	10.3	8.5
4. WXTU-F	27/ 5.6	3.4	3.1	339	12.3	8.2	5.8
WHWH	27/ 5.6	5.6	5.9	455	16.5	15.3	10.9
6. WBUD	23/ 4.8	4.5	7.3	228	8.2	8.5	12.5
7. WYSP-F	19/ 3.9	6.5	3.6	388	14.0	16.2	10.0
8. WKXW-F	17/ 3.5	6.5	5.7	356	12.9	18.7	15.1
WABC	17/ 3.5	.5	---	160	5.8	3.0	---

12+ AMD

1. WPST-F
2. WHWH
3. WMMR-F
4. WBUD
5.

12+ MID

1. WPST-F
2. WMMR-F <
3. WABC <
4. WXT7-F
5. WBUD

12+ PMD

1. WPST-F
2. WUSL-F
3. WXTU-F <
4. WMMR-F
5. WABC

12+ EVE

1. WUSL-F
2. WPST-F
3. WHWH
4. WBUD
5.

ADULTS 18-34

1. WPST-F
2. WMMR-F
3. WUSL-F >
4. WYSP-F
5.

ADULTS 25-54

1. WUSL-F
2. WPST-F
3. WABC
4. WKXW-F
   WMGK-F

ADULTS 35-64

1. WXTU-F
2. WABC
3. WMGK-F
4. WEAZ-F
5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WIMG	1300	Trenton	2.7/5.9
WPRB-F	103.3	Princeton	.4/4.0
WTTM	920	Trenton	1.0/4.2
WCAU	1210	Philadelphia	1.5/8.8
WCBS	880	New York	1.5/5.2
WDAS-F	105.3	Philadelphia	2.3/6.5
WEAZ-F	101.1	Philadelphia	3.1/7.3
WEGX-F	106.1	Philadelphia	2.1/9.2
WFAN	660	New York	.8/4.5
WIOQ-F	102.1	Philadelphia	1.2/4.3
WMGK-F	102.9	Philadelphia	3.1/8.4
WNEW-F	102.7	New York	1.5/4.1
WOGL-F	98.1	Philadelphia	1.7/7.5
WOR	710	New York	3.1/6.4
WPEN	950	Philadelphia	.8/2.2
WPLJ-F	95.5	New York	1.5/7.6
WSNI-F	104.5	Philadelphia	.6/6.2
WWDB-F	96.5	Philadelphia	1.2/5.6
WXRK-F	92.3	New York	1.9/4.8

RADIO STATIONS

WBUD ,	1260,	5 KW/1 KW (DA-1),	MOR	NBC,	$35.00	(K & P)		T. Watts
WHWH ,	1350,	5 KW (DA-2),	MOR	ABC E,	$37.00	(Katz)	Nassau	J. Morris
WKXW-F,	101.5,	18 KW @ 850 ,	AC		$50.00	(K & P)		T. Watts
WPST-F	97.5,	50 KW @ 462 ,	CHR		$55.00	(Katz)	Nassau	J. Morris

TRI-CITIES, WA
(Richland - Kennewick - Pasco)

MSA Rank/Pop: 243/151,200
ARB Rank/Pop: 215/112,000
Market TSL: 22.75
Average Person Ratings: 16.9

Diaries: 348/322:1
Sample Target: 330
% Below Line: 9.0
% Not Listed: 19.6

Retail $: .91 Bil
FM Share: 69.74%
Stations: 12/9

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87	T R C H	AQH	CUME
1. KIOK-F	32/16.9	25.0	23.1	383	34.2	34.7	34.7		60	432
2. KOTY-F	19/ 9.0	9.0	2.5	135	12.1	14.0	7.8	5	9	158
3. KONA-F	16/ 8.5	9.7	10.6	169	15.1	19.3	17.4	6.5	12	155
4. KALE	15/ 7.9	3.5	2.5	189	16.9	7.1	13.9	4.6	8	122
5. KORD	14/ 7.4	3.5	5.0	94	8.4	8.6	11.4	6.3	11	155
KNLT-F	14/ 7.4	2.1	6.3	210	18.8	10.1	19.3	2.9	5	136
7. KONA	13/ 6.9	12.5	8.8	210	18.8	22.4	21.9	10.9	19	212
8. KEYW-F	12/ 6.3	4.9	7.5	216	19.3	10.1	13.2	3.4	6	134
KZZK-F	12/ 6.3	13.2	8.1	161	14.4	23.4	18.5	12.1	21	258

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KIOK-F	1. KIOK-F >	1. KIOK-F >	1. KIOK-F >
2. KONA >	2. KONA-F	2. KONA-F	2. KALE
3 KOTY-F	3. KOTY-F <	3. KALE	3. KZZK-F
4. KONA-F	4. KNLT-F	4. KNLT-F	4.
5. KEYW-F	5.	5. KZZK-F	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KIOK-F >>	1. KIOK-F	1. KALE
2. KNLT-F	2. KALE	2. KONA-F
3. KOTY-F	3. KOTY-F	3. KONA
KZZK-F	4. KNLT-F	4. KORD
5. KEYW-F	5 KEYW-F	KOTY-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KTCR	1340	Kennewick	2.1/7.7
KATS-F	94.5	Yakima	1.1/4.6
KWHT-F	103.5	Pendleton	.5/3.4

RADIO STATIONS

KALE ,	960,	5 KW/1 KW (DA-N),	AC	NBC,	$10.00	(HNWH)		N. Balcom
KONA ,	610,	5 KW (DA-2),	MOR	ABC I,	$11.00	(K & P)		D. Mitchell
KORD ,	870,	10 KW/250 W ,	Country	ABC D,	$10.00	(MMR)		M. Ripley
KEYW-F,	98.3,	3 KW @ 200 ,	Oldies		$13.00	(Republic)		L. DuBoef
KIOK-F,	94.9,	100 KW @ 1250 ,	CHR		$28.00	(HNWH)		N. Balcom
KONA-F,	105.3,	100 KW @ 1180 ,	EZ	CBS,	$12.00	(K & P)		D. Mitchell
KOTY-F,	106.5,	25 KW @ -44 ,	Country	MBS,	$13.00	(Christal)		B. Dodd
KZZK-F,	102.7,	100 KW @ 1100 ,	CHR	ABC R,	$14.00	(MMR)		G. Hamblin
KNLT-F,	95.7,	100 KW @ 1400 ,	AC	Transtar,	$ NA	(Republic)	(WALLA WALLA)	D. Sapp

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TUSCALOOSA, AL

MSA Rank/Pop: 256/143,100
ARB Rank/Pop: 206/121,000
Market TSL: 23.0
Average Person Ratings: 16.9

Diaries: 347/349:1
Sample Target: 310
% Below Line: 14.6
% Not Listed: 12.7

Retail $: .84 Bil
FM Share: 78.21%
Stations: 17/9

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. WZBQ-F	44/21.5	12.0	4.7	478	39.5	20.9	15.9
2. WTSK	37/18.0	9.3	8.8	263	21.7	15.0	13.2
3. WTUG-F	22/10.7	10.4	19.3	229	18.9	20.2	21.7
4. WFFX-F	21/10.2	10.9	15.8	339	28.0	26.2	34.7
5. WACT-F	17/ 8.3	12.6	7.6	194	16.0	22.6	17.2
6. WZZK-F	10/ 4.9	9.8	11.1	188	15.5	23.3	23.9

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WZBQ-F	1. WZBQ-F >>	1. WZBQ-F >	1. WZBQ-F >
2. WTSK >	2. WFFX-F <	2. WTSK <	2. WTUG-F >
3. WACT-F >	3. WTSK	3. WTUG-F <	3. WTSK
4. WFFX-F	4. WTUG-F	4. WFFX-F >	4.
5. WTUG-F	5. WACT-F	5. WACT-F	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WZBQ-F >>	1. WTSK >	1. WTSK >>
2. WFFX-F >	2. WZBQ-F	2. WZBQ-F
3. WTUG-F	3. WFFX-F >	WZZK-F
4.	4. WTUG-F	4. WACT-F
5.	WZZK-F	5. WFFX-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WACT	1420	Tuscaloosa	.5/3.7
WHKW-F	98.1	Fayette	.5/3.3
WRLX	1230	Tuscaloosa	2.4/5.3
WZBQ	1150	Tuscaloosa	.5/ .7
WAPI-F	94.5	Birmingham	2.4/8.4
WAQT-F	94.1	Carrollton	2.0/2.9
WDJC-F	93.7	Birmingham	2.0/8.3
WENN-F	107.7	Birmingham	1.0/6.0
WKXX-F	106.9	Birmingham	1.0/5.3
WZRR-F	99.5	Birmingham	1.5/5.5
WZZK	610	Birmingham	0/ .5

RADIO STATIONS

WTSK ,	790,	5 KW/36W .,	Gospel/Black		$16.00	(Republic)		J. Shaw
WACT-F,	105.5,	3 KW @ 300 ,	Country	APR,	$12.00	(Roslin)		C. Price
WFFX-F,	95.7,	100 KW @ 450 ,	AC		$20.00	(Eastman)	Arrow	
WTUG-F,	92.7,	3 KW @ 300 ,	Black	SBN,	$18.00	(Republic)		J. Shaw
WZBQ-F,	102.5,	13 KW @ ? ,	CHR	ABC I,	$ NA	(Torbet)		R. Jones

WZZK - See Birmingham in Spring '89 edition

TYLER, TX

MSA Rank/Pop: 239/154,900	Diaries: 342/378:1	Retail $: 1.0 Bil
ARB Rank/Pop: 196/129,200	Sample Target: 310	FM Share: 87.03%
Market TSL: 24.75	% Below Line: 4.4	Stations: 14/10
Average Person Ratings: 17.7	% Not Listed: 19.2	

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. KNUE-F	47/20.5	21.6	13.2	330	25.5	31.0	22.6
2. KTYL-F	36/15.7	11.5	16.7	329	25.5	24.2	28.7
3. KROZ-F	30/13.1	9.6	2.5	252	19.5	13.9	10.9
4. KOOI-F	17/ 7.4	10.1	9.3	193	14.9	13.6	16.9
5. KISX-F	12/ 5.2	8.2	9.8	225	17.4	17.2	23.2
KZEY	12/ 5.2	8.7	19.6	151	11.7	15.5	22.0
7. KPXI-F	11/ 4.8	---	---	128	9.9	---	---
8. KTBB	9/ 3.9	11.5	7.4	188	14.6	21.8	21.1

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KNUE-F	1. KNUE-F	1. KNUE-F >	1. KROZ-F <
2. KTYL-F >	2. KTYL-F >>	2. KROZ-F	2. KNUE-F
3. KROZ-F	3. KOOI-F	KTYL-F >>	3. KTYL-F >
4. KOOI-F	4. KROZ-F	4. KOOI-F	4. KKDA-F
5.	5. KZEY	5. KISX-F	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KTYL-F >	1. KTYL-F	1. KNUE-F >>
2. KROZ-F	2. KNUE-F >>	2. KOOI-F >
3. KNUE-F >	3. KISX-F	3. KTYL-F
4. KISX-F >	KROZ-F	4. KROZ-F
5. KPXI-F	5.	KZEY

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDOK	1490	Tyler	.4/3.4
KTYL	1300	Tyler	0/1.1
KKDA-F	104.5	Dallas	1.7/7.2
KRLD	1080	Dallas	.9/5.3
KYKX-F	105.7	Longview	.9/5.1
KEGL-F	97.1	Fort Worth	.9/4.1

RADIO STATIONS

KTBB ,	600,	5 KW/2.5 KW (DA-2),	MOR/AC	ABC I,	$12.00	(Banner)		D. Chaney
KZEY ,	690,	1 KW/250 W (DA-2),	Black	SBN,	$11.00	(Mc-Guild)		M. Walker
KISX-F,	107.3	3 KW @ 500 ,	CHR (?)	US 1,	$ NA	(Christal)	(WHITEHOUSE)	
KNUE-F,	101.5	98 KW @ 1074 ,	Country		$26.00	(Banner)		D. Chaney
KOOI-F,	106.5,	100 KW @ 1468 ,	Soft AC/E	ABC E,	$18.00	(Republic)	(JACKSONVILLE)	D. Waller
KPXI-F,	100.7,	100 KW @ 965 ,	??		$ NA	(---)	(MT. PLEASANT)	
KROZ-F,	92.1,	3 KW @ 260 ,	Black (?)		$12.00	(Mc-Guild)		
KTYL-F,	93.1,	100 KW @ 375 ,	AC	ABC C,	$24.00	(Durpetti)		A. Drake

VICTORIA, TX

MSA Rank/Pop: 343/76,000
ARB Rank/Pop: 256/61,100
Market TSL: 23.0
Average Person Ratings: 16.5

Diaries: 271/225:1
Sample Target: 250
% Below Line: 4.0
% Not Listed: 27.7

Retail $: .58 Bil
FM Share: 83.56%
Stations: 9/7

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. KVIC-F	22/21.8	30.5	27.8	257	42.1	45.9	45.9
KZEU-F	22/21.8	13.7	20.3	242	39.6	26.3	29.2
3. KEPG-F	9/ 8.9	---	---	84	13.7	---	---
4. KNAL	5/ 5.0	12.6	6.3	85	13.9	21.9	16.7
5. KAMG	4/ 4.0	6.3	6.3	63	10.3	17.4	15.0
KPLV-F	4/ 4.0	7.4	8.9	82	13.4	21.5	21.7
7. KTXN-F	3/ 3.0	3.2	3.8	53	8.7	8.0	9.9
KTRH	3/ 3.0	3.0	---	53	8.7	6.9	---
9. KLOL-F	1/ 1.0	2.1	---	21	3.4	---	---

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KZEU-F >	1. KZEU-F	1. KVIC-F	1. KEPG-F
2. KVIC-F >>	2. KVIC-F >>	2. KZEU-F >>	2. KVIC-F >>
3. KNAL	3. KAMG	3. KEPG-F	3. KZUE-F
4.	4.	4.	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KVIC-F >>	1. KZEU-F	1. KZUE-F >>
2. KZEU-F >	2. KVIC-F >	2. KEPG-F
3. KEPG-F >	3. KEPG-F >	KVIC-F
4. KPLV-F	4. KAMG	4.
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

KAMG ,	1340,	1 KW ,	Oldies	ABC D,	$ 7.00	(Mc-Guild)	B. Woodman
KNAL ,	1410,	500 (DA-N) ,	Country		$11.00	(Riley)	
KEPG-F,	100.9,	3 KW @ 300 ,	??		$ NA	(---)	
KPLV-F,	93.3,	100 KW @ 750 ,	AC/Oldies		$14.00	(Christal)	D. McDougal
KTXN-F,	98.7,	100 KW @ 347 ,	EZ	CNN,	$13.00	(K & P)	D. Freed
KVIC-F,	95.1,	100 KW @ 500 ,	CHR		$18.00	(Mc-Guild)	B. Woodman
KZEU-F,	107.9,	100 KW @ 450 ,	Country		$18.00	(Eastman)	B. Springer

KLOL, KTRH - See Houston in Spring 1989 edition of American Radio

WATERBURY, CT

MSA Rank/Pop: 199/212,900	Diaries: 460/398:1	Retail $: 1.53 Bil
ARB Rank/Pop: 164/183,200	Sample Target: 400	FM Share: 69.39%
Market TSL: 25.25	% Below Line: 59.7	Stations: 24/4
Average Person Ratings: 19.1	% Not Listed: 16.0	

12+ METRO	1/4/SHARE	SPG 88	SPG 07	METRO CUME	METRO CUME RATING S89	S88	S87
1. WKCI-F	40/11.4	12.0	8.8	540	29.5	23.7	24.7
2. WDRC-F	28/ 8.0	7.1	9.7	335	18.3	14.7	20.0
3. WQQW	26/ 7.4	4.9	4.5	241	13.2	10.2	8.3
4. WWYZ-F	24/ 6.9	1.1	2.7	223	12.2	4.4	8.6
5. WATR	23/ 6.6	8.5	8.8	344	18.8	16.3	16.8
WKSS-F	23/ 6.6	8.5	7.6	373	20.4	17.5	20.0
7. WRCH-F	17/ 4.9	6.4	4.8	190	10.4	8.7	10.4
8. WIOF-F	14/ 4.0	4.9	6.4	226	12.3	11.4	19.4
WTIC	14/ 4.0	8.5	4.2	275	15.0	18.0	14.3
10. WPLR-F	13/ 3.7	4.6	7.0	230	12.6	10.9	15.7
11. WWCO	12/ 3.4	1.4	3.9	187	10.2	6.1	7.8

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WKCI-F	1. WKCI-F	1. WKCI-F	1. WKCI-F >
2. WATR	2. WWYZ-F	2. WDRC-F	2. WWCO
3. WDRC-F <	3. WDRC-F	3. WQQW <	3. WDRC-F
4. WTIC	4. WQQW >	4. WWYZ-F	4. WKSS-F
5.	5. WKSS-F	WKSS-F	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WKSS-F <	1. WKCI-F <	1. WDRC-F
2. WKCI-F	2. WDRC-F	2. WKCI-F
3. WWYZ-F	3. WWYZ-F	3. WQQW
4.	4.	4. WRCH-F
5.	5.	5. WATR

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WABC	770	New York	1.4/4.7
WALK-F	97.5	Patchogue	.3/2.2
WCBS	880	New York	.9/6.5
WCCC	1290	Hartford	0/ .3
WCCC-F	106.9	Hartford	.3/3.6
WEBE-F	107.9	Westport	1.1/4.6
WEZN-F	99.9	Bridgeport	3.1/9.7
WFAN	660	New York	1.7/7.8
WHCN-F	105.9	Hartford	2.6/9.4
WOR	710	New York	.3/4.1
WRKI-F	95.1	Brookfield	2.3/9.2
WRKS-F	98.7	New York	.6/2.6
WTIC-F	96.5	Hartford	2.6/9.9

RADIO STATIONS

WATR ,	1320,	5 KW/1 KW	(DA-2),	MOR	CBS,	$36.00	(Banner)	F. Erwin
WQQW ,	1590,	5 KW	(DA-1),	Nostalgia	APR,	$33.00	(Kettell)	T. Coffey
WWCO ,	1240	1 KW	,	AC	ABC E,	$25.00	(---)	B. Raymond

Other ranked stations - See Hartford and New Haven in Spring 1989 edition of American Radio

WATERTOWN, NY

MSA Rank/Pop: NA	Diaries: 270/284:1	Retail $: .64 Bil
ARB Rank/Pop: 247/76,700	Sample Target: 250	FM Share: 61.68%
Market TSL: 23.25	% Below Line: 8.1	Stations: 8/6
Average Person Ratings: 17.6	% Not Listed: 20.7	

					METRO CUME RATING		
12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	S89	S88	S87
1. WTNY-F	31/23.0	34.2	32.1	308	40.2	47.2	46.5
2. WTNY	19/14.1	16.2	20.4	252	32.9	31.1	40.5
3. WCIZ-F	15/11.1	15.4	19.0	170	22.2	22.5	26.3
WNCQ	15/11.1	4.3	4.4	126	16.4	10.4	11.5
5. WTOJ-F	9/ 6.7	12.0	7.3	140	18.3	21.6	24.4
6. WATN	7/ 5.2	3.4	2.2	104	13.6	9.4	10.5

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WTNY	1. WTNY-F >>	1. WTNY-F >	1. WTNY-F >>
2. WTNY-F >	2. WTOJ-F	2. WCIZ-F	2. WCIZ-F >
3. WNCQ >	3. WNCQ >	3. WTNY >	3. WATN >
4. WATN	WTNY	4. WNCQ >	4. WTOJ-F
5. WCIZ-F	5. WCIZ-F	WTOJ-F	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WTNY-F >>	1. WTNY-F >	1. WNCQ >
2. WCIZ-F	2. WNCQ	2. WTNY >
3. WTOJ-F	3. WCIZ-F	3. WATN
4. WKFM-F	4. WTNY	4. WTNY-F >
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WKFM-F	104.7	Fulton	3.7/6.6
WMHR-F	102.9	Syracuse	4.4/4.8

RADIO STATIONS

WATN ,	1240,	1 KW ,	Oldies	ABC E,	$10.00	(Roslin)		D. Mance
WNCQ ,	1410,	5 KW/1 kW (DA-N),	Country	SMN,	$11.00	(K & P)		B. Danzinger
WTNY ,	790,	1 KW (DA-N),	MOR	CBS,	$25.00	(Torbet)		D. Alexander
WCIZ-F,	97.5,	41 KW @ 292 ,	AOR		$16.00	(K & P)		B. Danzinger
WTNY-F,	93.5,	3 KW @ 330 ,	CHR		$31.00	(Torbet)		D. Alexander
WTOJ-F,	103.1,	.5 KW @ 670 ,	AC		$11.00	(Roslin)	(CARTHAGE)	D. Mance

WICHITA FALLS, TX

SA Rank/Pop: 287/125,300
RB Rank/Pop: 222/105,400
arket TSL: 20.25
verage Person Ratings: 15.2

Diaries: 330/319:1
Sample Target: 300
% Below Line: 4.4
% Not Listed: 11.9

Retail $: .99 Bil
FM Share: 83.69%
Stations: 9/6

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. KLUR-F	44/27.5	35.1	27.8	467	44.3	43.2	39.9
2. KNIN-F	34/21.3	13.6	22.2	409	38.8	33.0	40.2
3. KTLT-F	22/13.8	12.3	13.2	274	26.0	23.4	27.3
4. KKQV-F	18/11.3	14.9	11.8	285	27.0	29.2	29.6
5. KWFT	10/ 6.3	1.3	3.5	123	11.7	9.8	9.6
6. KGTM	6/ 3.8	6.5	4.9	113	10.7	11.3	9.1

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KLUR-F >>	1. KLUR-F >>	1. KLUR-F	1. KNIN-F
2. KNIN-F	2. KNIN-F >	2. KNIN-F >>	2. KLUR-F
3. KTLT-F >	3. KTLT-F >	3. KTLT-F	3. KKQV-F
4. KKQV-F	4. KKQV-F	4. KKQV-F	4. KTLT-F
5. KWFT	5.	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KNIN-F >>	1. KLUR-F >>	1. KLUR-F >>
2. KLUR-F	2. KNIN-F	2. KTLT-F >
3. KKQV-F	KTLT-F >>	3. KNIN-F
4. KTLT-F	4. KKQV-F	4. KWFT
5.	5.	5.

THER RATED STATIONS/METRO SHARE & CUME RATING

LDD	570	Dallas	1.9/4.6
RLD	1080	Dallas	.6/3.3
BAP	820	Fort Worth	1.9/6.9

ADIO STATIONS

GTM ,	990,	10 KW/1 KW (DA-2),	Country		$ 9.00	(Banner)		J. Vincent
WPT ,	620,	5 KW (DA-N),	MOR	CBS,	$10.00	(Torbet)		D. Whan
KQV-F,	103.3,	100 KW @ 440 ,	CHR		$18.00	(Mc-Guild)	Sungroup	B. Smith
LUR-F,	99.9,	100 KW @ 820 ,	Country	ABC I,	$28.00	(Katz)		S. Russell
NIN-F,	92.9,	100 KW @ 900 ,	CHR	ABC C,	$25.00	(Banner)		J. Vincent
TLT-F,	106.3,	3 KW @ 330 ,	AC	NBC,	$15.00	(Christal)		K. Schroder

WILLIAMSPORT, PA

MSA Rank/Pop: 303/116,100
ARB Rank/Pop: 231/97,800
Market TSL: 25.75
Average Person Ratings: 19.2

Diaries: 287/341:1
Sample Target: 290
% Below Line: 0
% Not Listed: 9.0

Retail $: .73 Bil
FM Share: 84.79%
Stations: 12/12

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. WILQ-F	41/21.8	25.9	25.1	372	38.0	36.9	38.3
2. WHTO-F	30/16.0	18.7	.6	277	28.3	31.6	4.0
WKSB-F	30/16.0	8.4	10.5	292	29.9	19.5	24.6
4. WFXX-F	22/11.7	18.7	21.1	273	27.9	32.0	35.7
5. WWZU-F	17/ 9.0	4.2	2.3	122	12.5	6.4	5.2
6. WWPA	12/ 6.4	7.2	8.2	114	11.7	14.5	18.2
7. WLYC	11/ 5.9	8.4	12.9	113	11.6	15.0	20.1

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WILQ-F <	1. WKSB-F	1. WILQ-F >	1. WILQ-F
2. WKSB-F >	2. WILQ-F <	2. WHTO-F <	2. WHTO-F >
3. WHTO-F >	3. WHTO-F >	3. WKSB-F	3. WWZU-F >
4. WFXX-F	4. WFXX-F	4. WFXX-F	4. WFXX-F
5.	5. WWZU-F	5. WWZU-F	WKSB-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WHTO-F >>	1. WKSB-F	1. WILQ-F
2. WFXX-F	2. WILQ-F	2. WKSB-F >>
3. WKSB-F	3. WHTO-F	3. WWZU-F
4. WILQ-F >	4. WFXX-F	4.
5. WWZU-F	5. WWZU-F	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFXX	1450	S. Williamsport	0/ 1.6
WHUM	1190	Hughsville	0/ 3.1
WJSA	1600	Jersy Shr.	0/ 1.0
WRAK	1400	Williamsport	1.6/10.0

RADIO STATIONS

WLYC ,	1050,	1 KW/35 W ,	Nostalgia	ABC I,	$15.00	(---)		R. Cunnion
WWPA ,	1340,	1 KW ,	MOR	CBS,	$13.00	(Radio Station)		W. Ott
WFXX-F,	99.3,	210 W @ 1280,	CHR	Source,	$20.00	(Republic)		W. Diggins
WHTO-F,	103.9	1 KW @ 429,	CHR	ABC FM,	$15.00	(---)	(MUNCY)	V. Michael
WILQ-F,	105.1,	4 KW @ 1300,	Country	ABC 1,	$26.00	(---)		R. Cunnion
WKSB-F,	102.7,	53 KW @ 1270,	AC		$22.00	(---)		J. Dame
WWZU-F,	92.1,	3 KW @ 225,	AOR		$11.00	(Pates)	(LOCK HAVEN)	J. Lipez

YAKIMA, WA

MSA Rank/Pop:	214/187,200	Diaries:	419/359:1	Retail $:	1.03 Bil
ARB Rank/Pop:	185/150,600	Sample Target:	350	FM Share:	71.43%
Market TSL:	20.0	% Below Line:	2.7	Stations:	18/15
Average Person Ratings:	14.9	% Not Listed:	18.8		

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87	B I R C H SHR	AQH	CUME
1. KATS-F	38/17.0	17.7	8.6	410	27.2	25.2	17.5	16.2	43	434
2. KFFM-F	37/16.5	8.8	10.3	434	28.8	20.6	24.2	24.4	65	477
3. KXDD-F	34/15.[illegible]	16.3	13.3	300	19.9	23.0	16.5	14.7	39	313
4. KIT	18/ 8.0	11.2	9.0	313	20.8	20.4	22.3	12.4	33	298
5. KUTI	12/ 5.4	7.9	6.9	183	12.2	10.6	15.0	4.5	12	179
6. KRSE-F	9/ 4.0	4.2	8.2	125	8.3	7.6	12.6	3.8	10	99
7. KBBO	8/ 3.6	2.3	5.2	148	9.8	7.5	13.0	2.6	7	132

12+ AMD

1. KATS-F
2. KFFM-F
3. KXDD-F
4. KIT
5. KUTI

12+ MID

1. KATS-F
2. KXDD-F
3. KFFM-F >
4. KIT
5.

12+ PMD

1. KFFM-F
2. KATS-F
3. KXDD-F
4.
5.

12+ EVE

1. KFFM-F
2. KATS-F >
3. KXDD-F
4.
5.

ADULTS 18-34

1. KATS-F >>
2. KFFM-F >
3. KXDD-F
4.
5.

ADULTS 25-54

1. KATS-F >
2. KXDD-F >
3. KFFM-F
4. KIT
5.

ADULTS 35-64

1. KXDD-F >>
2. KATS-F
   KIT
   KUTI
5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KENE	1490	Toppenish	.4/3.1
KHYT-F	92.9	Toppenish	.4/2.1
KIHS-F	99.3	Yakima	1.8/2.8
KREW	1210	Sunnyside	.9/3.7
KYKA-F	96.9	Naches	.9/4.6
KYXE	1020	Selah	1.3/3.3
KZTA	930	Yakima	.9/1.9
KBRD-F	103.7	Tacoma	.9/2.9
KGO	810	San Francisco	.4/3.1
KIOK-F	94.9	Richland	1.3/2.7

RADIO STATIONS

KBBO ,	1390,	5 KW/500W (DA-2),	Religion	UPI,	$ NA	(MMR)	P. Fretwell
KIT ,	1280,	5 KW/1 KW ,	MOR	ABC I,	$16.00	(Mc-Guild)	J. Goetz
KMWX ,	1460,	5 KW (DA-N),	Oldies	NBC,	$10.00	(K & P)	G. Meyers
KUTI ,	980,	5 KW/500W (DA-N),	Country	ABC E,	$12.00	(Christal)	T. McCoy
KATS-F,	94.5,	100 KW @ 850 ,	AOR	ABC R,	$15.00	(Mc-Guild)	J. Goetz
KFFM-F,	107.3,	100 KW @ 1500 ,	CHR	Source,	$18.00	(Torbet)	G. Meyers
KRSE-F,	98.3,	760 KW @ 560 ,	EZ		$14.00	(MMR)	P. Fretwell
KXDD-F,	104.1,	61 KW @ 840 ,	Country	ABC D,	$17.00	(Christal)	T. McCoy

SECTION B

BIRCH NON-MONTHLY MARKETS*

BLUEFIELD, WV

1.	WHAJ-F,	32.0/32/296	104.5, 100 KW @ 1197, CHR	ABC,	$ N/A	(---)	
2.	WBDY-F,	14.0/14/210	106.3, 3 KW @ 300, COUNTRY	,	$ 16.00	(---)	
3.	WAEY-F,	6.0/ 6/ 64	95.9, 3 KW @ 178, COUNTRY	ABC-E,	$ 8.00	(---)	(PRINCETON)
	WQUT-F,	6.0/ 6/ 50	SEE JOHNSON CITY IN SPRING 1989 EDITION				

ELKHART-GOSHEN, IN

1.	WNDU-F,	11.1/10/204	SEE SOUTH BEND IN SPRING 1989 EDITION				
2.	WZZP-F,	10.0/ 9/134	SEE SOUTH BEND IN SPRING 1989 EDITION				
3.	WNSN-F,	8.9/ 8/ 83	SEE SOUTH BEND IN SPRING 1989 EDITION				
	WTRC	8.9/ 8/ 55	1340, 1 KW , MOR	NBC-T, NBC,	$ 20.00	(Christal)	Federated (ELKHART)
5.	WZOW-F,	7.8/ 7/ 53	97.7, 2.8 KW @ 340, OLDIES	,	$ 13.00	(Regional)	(GOSHEN)
	WAOR-F,	7.8/ 7/ 70	SEE SOUTH BEND IN SPRING 1989 EDITION				
	WRKR-F,	7.8/ 7/ 51	SEE KALAMAZOO IN SPRING 1989 EDITION				

FAIRBANKS, AK

1.	KWLF-F,	20.8/11/ 94	98.1, 25 KW @ ? , CHR	,	$ N/A	(N/A)	
2.	KAYY-F,	17.0/ 9/ 79	101.1, 25 KW @ 370 , AC	,	$ 16.00	(Mc-Guild)	
3.	KQRZ-F,	13.2/ 7/ 67	102.5, 25 KW @ -86 , AOR	,	$ 17.00	(Christal)	
	KSUA-F,	13.2/ 7/ 87	103.9, 3 KW @ 120 , AOR	SOURCE,	$ 12.00	(---)	
	KUAC-F,	13.2/ 7/ 65	104.7, 10 KW @ 440 , PUBLIC	,	$ N/A		
6.	KIAK	11.3/ 6/ 52	970, 5 KW , COUNTRY	,	$ 15.00	(Christal)	

FT. COLLINS-GREELEY-LOVELAND, CO

1.	KAZY-F,	14.4/29/262	SEE DENVER IN SPRING 1989 EDITION				
2.	KXKL-F,	7.9/16/191	SEE DENVER IN SPRING 1989 EDITION				
3.	KLZ	7.9/15/200	SEE DENVER IN SPRING 1989 EDITION				(FT. COLLINS)
4.	KIMN-F,	6.4/13/173	107.9, 100 KW @ 470, CHR	,	$ 20.00	(Eastman)	
5.	KOA	5.9/12/213	SEE DENVER IN SPRING 1989 EDITION				

IDAHO FALLS, ID

1.	KUPI-F,	24.1/21/161	99.1, 100 KW @ 510, COUNTRY	ABC-C,	$ 21.00	(Eastman)	
2.	KFTZ-F,	23.0/20/157	103.3, 50 KW @ ?? , CHR	,	$ 13.00	(K & P)	
3.	KLCE-F,	20.7/18/162	97.3, 100 KW @ ?? , AC	,	$ 19.00	(---)	(BLACKFOOT)
4.	KSIF-F,	5.7/ 5/ 71	96.1, 100 KW @ 1500, SOFT AC	,	$ N/A	(Banner)	
5.	KRIC-F,	4.6/ 4/ 73	100.5, 75 KW @ ?? , PUBLIC/CLASS	,	$ N/A	(---)	(REXBURG)

JEFFERSON CITY, MO

1.	KTXY-F,	23.4/22/221	106.9, 100 KW @ 600, CHR	,	$ N/A	(Mc-Guild)	
2.	KLIK	22.3/21/257	950, 5 KW/500 W (DA-N), COUNTRY	ABC-E,	$ N/A	(---)	
3.	KWWR-F,	6.4/ 6/ 92	95.7, 100 KW @ 992, COUNTRY	MBS,	$ 17.00	(---)	(MEXICO)
4.	KBIA-F,	5.3/ 5/ 54	91.3, 100 KW @ ?? , PUBLIC/CLASS.		N/A		
	KWOS	5.3/ 5/103	1240, 1 KW , MOR	CBS,	$ 12.00	(---)	

LAKE TAHOE, NV-CA

1.	KRLT-F	16.3/ 6/ 64	93.9, 6 KW @ -180, AC	,	$ 14.00	(K & P)	
2.	KWNZ-F,	14.9/ 5/ 47	SEE RENO IN SPRING 1989 EDITION				
3.	KOZZ-F,	12.1/ 4/ 46	SEE RENO IN SPRING 1989 EDITION				
4.	KTHO,	7.6/ 3/ 46	590, 2.5 KW/500 W, MOR	CBS,	$ N/A	(---)	
5.	KOWL,	7.0/ 3/ 50	1490, 1 KW , AC	ABC-I,	$ N/A	(?)	
6.	KTHO-F,	6.2/ 2/ 27	102.9, 1 KW @ ? , EZ	,	$ N/A	(?)	

LAREDO, TX

1.	KRRG-F,	26.4/14/124	98.1, 100 KW @ 774, CHR	ABC-C,	$ N/A	(HNWH)	
2.	KOYE-F,	11.3/ 6/102	94>9, 100 KW @ 1000, AC (?)	,	$ 18.00	(Republic)	
3.	KJBZ-F,	9.4/ 5/ 97	92.3, 3 KW @ 380, HISPANIC	,	$ 14.00	(Katz Hisp.)	
4.	KHOY-F,	7.5/ 4/ 58	88.1, 2 KW @ 246, PUBLIC/EZ		N/A	(N/A)	
	KVOZ,	7.5/ 4/112	890, 10 KW/1 KW (DA-N) , HISPANIC	,	$ 16.00	(Lotus)	
	XHTL-F,	7.5/ 4/ 37	94.1, 1 KW , HISPANIC		N/A	(---)	(NUEVO LAREDO)
7.	KLAR	5.7/ 3/ 70	1300, 1 KW/500 W (DA-N), COUNTRY	,	$ 12.00	(?)	

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* Figures shown for each station are: 12+ share/AQH/Cume.
All are 12+, Mon-Sun, 6A-Mid.

MORGANTOWN, WV

1.	WVAQ-F,	14.8/18/185	101.9, 50 KW @ 500, CHR	ABC-C, $ 21.00 (---)	
2.	WKKW-F,	13.9/17/196	106.5, 50 KW @ 500, COUNTRY	, $ 16.00 (K & P)	(CLARKSBURG)
3.	WAJR,	9.0/11/127	1440, 5 KW/500 W (DA-N) , COUNTRY	ABC-C, $ 17.00 (---)	
4.	WCLG-F,	6.6/ 8/150	100.1, 3 KW @ 300, CLASSIC ROCK	SOURCE, $ 14.00 (Dome)	
	WFGM-F,	6.6/ 8/105	97.9, 50 KW @ 500, CONTEMP	, $ 9.00 (Regional)	(FAIRMONT)

CENTRAL UPPER MICHIGAN

1.	WIMK-F,	23.7/23/155	93.1, 100 KW @ 635, AOR	, $ 15.00 (---)	(IRON MOUNT.)
2.	WGLQ-F,	20.6/20/100	97.1, 100 KW @ 1066, CHR	ABC-C, $ 20.00 (Mc-Guild)	Midwest Fam. (ESCANABA)
3.	WJPD-F,	12.4/12/126	92.3, 100 KW @ 470, COUNTRY	NBC, $ 15.00	(ISHPEMING)
4.	WYKX-F,	8.2/ 8/116	104.7, 100 KW @ 400, COUNTRY	, $ 14.00 (Republic)	(ESCANABA)
5.	WMQT-F,	7.2/ 7/ 97	107.5, 100 KW @ 540, CONTEMP	CBS-R, $ 16.00 (HNWH)	(ISHPEMING)
6.	WRUP-F,	6.2/ 6/105	103.3, 100 KW @ 650, OLDIES	MBS, $ 12.00 (Patt)	(MARQUETTE)

NORTHEASTERN MICHIGAN

1.	WHSB-F,	32.6/15/136	107.7, 100 KW @ 450, CONTEMP	ABC-C, $ 13.00 (Mich. Spart)	(ALPENA)
2.	WATZ-F,	21.7/10/ 71	93.5, 3 KW @ 280, COUNTRY	NBC, $ 13.00 (Katz)	(ALPENA)
3.	WAIR-F,	8.7/ 4/ 64	92.5, 100 KW @ 868, SOFT AC	CBS, $ 13.00 (---)	(PETOKSY)
4.	WATZ,	6.5/ 3/ 30	1450, 1 KW @ , COUNTRY	NBC-T, NBC, $ 12.00 (Ka[illegible])	(ALPENA)
	WKJC-F,	6.5/ 3/ 46	104.7, 50 KW @ 500, COUNTRY	ABC, $ N/A (---)	(TAWAS CITY)

POCATELLO, ID

1.	KZBQ-F,	25.0/14/127	93.7, 100 KW @ 977, COUNTRY	, $ 18.00 (Mc-Guild)	
2.	KLCE-F,	21.4/12/141	97.3, 100 KW @ ?? , AC	, $ 19.00 (---)	(BLACKFOOT)
3.	KPKY-F,	14.3/ 8/138	94.9, 30 KW @ ?? , CHR	ABC-C, $ N/A (Torbet)	
4.	KSEI-F,	7.1/ 4/ 93	102.5, 100 KW @ ?? , CONTEMP	MBS, $ N/A (Katz)	

ROME, GA

1.	WAPW-F,	13.1/16/146	SEE ATLANTA IN SPRING 1989 EDITION	
2.	WVEE-F,	12.2/15/ 95	SEE ATLANTA IN SPRING 1989 EDITION	
3.	WRGA,	10.2/12/149	1470, 5 KW (DA-1) , COUNTRY	, $ 11.00 (Regional)
4.	WKHX-F,	8.7/10/137	SEE ATLANTA IN SPRING 1989 EDITION	
5.	WKLS-F,	8.5/10/ 87	SEE ATLANTA IN SPRING 1989 EDITION	
6.	WKCX-F,	4.9/ 6/143	97.7, 3 KW @ 300, CONTEMP	MBS, $ N/A (---)

SAN LUIS OBISPO, CA

1.	KZOZ-F,	17.4/25/249	93.3, 30 KW @ 1500, CHR	, $ N/A (Republic)	Amer. General
2.	KSLY-F,	13.2/19/301	96.1, 6 KW @ 1410, CONTEMP	, $ N/A (Katz)	
3.	KPGA-F,	11.8/17/119	95.3, 2 KW @ 390, AOR	, $ N/A (Eastman)	(PISMO BEACH)
4.	KKUS-F,	7.6/11/156	98.1, 4 KW @ ?? , AC	, $ N/A (Durpetti)	
5.	KOTR-F,	5.6/ 8/ 92	94.9, 3 KW @ ?? , AOR	, $ N/A (---)	(CAMBRIA)
	KLZZ-F,	5.[illegible]/ 8/ 86	101.3, 5 KW @ 1410, SOFT AC	, $ N/A (---)	(LOS OSOS)
7.	KIQO-F,	4.9/ 7/ 83	104.5, 6 KW @ ?? , OLDIES	, $ N/A (Western)	(ATASCAD)

SANTA MARIA-LOMPOC, CA

1.	KSNI-F,	24.1/21/178	102.5, 18 KW @ 770, COUNTRY	, $ N/A (Torbet)
2.	KXFM-F,	11.5/10/105	99.1, 2.5 KW @ 2000, AC	, $ 17.00 (HWNH)
3.	KBOX-F,	8.0/ 7/ 29	104.1, 6 KW @ 710, AC	SOURCE, $ N/A (Gillis)
4.	KUHL,	6.9/ 6/ 83	1440, 5 KW/1 KW (DA-1) , TALK	, $ 15.00 (HNWH)
5.	KRQK-F,	5.7/ 5/152	100.9, 375 W @ 800, CLASSIC ROCK	CNN, $ N/A (---)

SOUTHBRIDGE, MA

1.	WAAF-F,	20.2/36/289	SEE WORCESTER IN SPRING 1989 EDITION	
2.	WSRS-F,	12.4/22/219	SEE WORCESTER IN SPRING 1989 EDITION	
3.	WESO,	8.0/14/142	970, 1 KW/250 W , MOR	, $ 17.00 (---)
4.	WZOU-F,	7.6/14/145	SEE BOSTON IN SPRING 1989 EDITION	
5.	WQVR-F,	5.6/10/111	100.1, 3 KW @ 300, COUNTRY	, $ 20.00 (---)

WAUSAU, WI

1.	WIFC-F,	31.3/21/169	95.5, 100 KW @ 1150, CHR	ABC-R,ABC-F, $ N/A (Christal)	Journal Co.
2.	WDEZ-F,	23.9/16/131	101.9, 100 KW @ 490, COUNTRY	ABC-D, $ N/A (Banner)	Midwest
3.	WRIG,	11.9/ 8/ 96	1390, 5 KW (DA-1), OLDIES	ABC-D, $ N/A (Banner)	Midwest (SCHOFIELD)
4.	WYCO-F,	9.0/ 6/ 83	107.9, 100 KW @ ?? , AC	, $ 17.00 (K & P)	
5.	WXCO,	4.5/ 3/ 65	1230, 1 KW , COUNTRY	, $ 14.00 (K & P)	

*Figures shown for each station are: 12+ share/AQH/Cume.
All are 12+, Mon-Sun, 6A-Mid.

WINCHESTER, VA

1.	WUSQ-F,	24.4/10/105	102.5, 28 KW @ 670, COUNTRY	ABC-E, $ 16.00 (Durpetti)	Holt
2.	WINC-F,	14.6/ 6/ 97	92.5, 22 KW @ 700, AC	, $ 15.00 (---)	
3.	WWDC-F,	12.2/ 5/ 77	SEE WASHINGTON IN SPRING 89 EDITION		
4.	WCXR-F,	9.8/ 4/ 36	SEE WASHINGTON IN SPRING 89 EDITION		
5.	WMZQ-F,	7.3/ 3/ 38	SEE WASHINGTON IN SPRING 89 EDITION		

YUMA, AZ

1.	KJOK-F,	31.1/34/241	93.1, 100 KW @ 80, CHR	, $ 24.00 (K & P)	
2.	KYXI-F,	21.0/23/258	100.9, 3 KW @ 300, AC	, $ 23.00 (HNWH)	
3.	KTTI-F,	20.3/22/243	95.1, 25 KW @ 76, COUNTRY	, $ 20.00 (Torbet)	UNO
4.	KEZC,	6.1/ 7/ 67	1400, 1 KW , COUNTRY	ABC-I, $ 18.00 (K & P)	
5.	KBLU	5.3/ 6/102	560, 1 KW (DA-N), OLDIES	, $ 18.00 (Torbet)	UNO

*Figures shown for each station are: 12+ share/AQH/Cume.
All are 12+, Mon-Sun, 6A-Mid.